

上海外国语大学继续教育学院高等学历继续教育
学士学位论文开题申请表撰写样稿与要求
(商务英语专业)

论文方向: 国际贸易、商务管理、市场营销、电子商务、跨文化交际、商务语言能力与技能

开题申请表 (以下为内容样稿, 格式请采用网上下载的开题申请表格式, 用英语撰写)

Title: Cross Cultural Business Communication in the Context of Globalization

Thesis: With the progress of science and technology, people's mode of transportation and means of communication have undergone earth shaking changes, people's communication has become closer, and it is possible to have frequent contact with people of different nationalities in different countries. Based on the discussion of the influence of culture on business communication under the background of globalization, this paper analyzes the problems of cross-cultural business communication under the background of globalization and the improvement measures.

Introduction

Chapter One The Influence of Culture on Business Communication under the Background of Globalization

Chapter Two Cross Cultural Business Communication in the Context of Globalization

2.1 Lack of Attention to Culture and Differences

2.2 The Cultural Concept of Copying Mechanically

2.3 Lack of Knowledge Sharing between Different Cultures

Chapter Three Cross Cultural Business Communication Strategies in the Context of Globalization

3.1 Respecting Other Countries' Cultures and Differences

3.2 Deep Understanding of Cultural Concepts

3.3 Strengthening Knowledge Sharing among Different Cultures

Conclusion: In the diversified cultural market, enterprises in various countries will inevitably bring cross-cultural contradictions and conflicts due to cultural diversity in operation and management, which will hinder cross-cultural communication. Therefore, it requires the business personnel of Chinese enterprises to improve their business communication ability to adapt to the diversified cultural background in the face of the differences of different regions and cultures. Only in this way can we effectively carry out international business communication and cooperation.

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