

Managing Across Cultures: Role of Intercultural Communication for Successful Business Relations

Anna VOROSHILOVA¹

¹ Reshetnev Siberian State Aerospace University, Krasnoyarsk, Russian Federation

Abstract—The paper gives the overview of the successful cooperation between people and businesses of different nations. Knowledge of cultural differences can help people overcome many obstacles arising from differences in cultures and traditions. Special courses and seminars are designed to train specialists getting ready to communicate with various nations. Russian business culture has changed during these years.

Key words—business culture, intercultural communication, Russian business etiquette.

AUTHOR

Anna Voroshilova is with the Reshetnev Siberian State Aerospace University, Krasnoyarsk, Russian Federation (e-mail: voroshilova@sibsau.ru).