Preface

The constantly changing landscape of Cross-Cultural Interaction challenges experts and practitioners to stay apprized of the field’s most up-to-date research. That is why Information Science Reference is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within Cross-Cultural Interaction by providing both broad and detailed perspectives on cutting-edge theories and developments in the field. This collection is designed to act as a single reference source on conceptual, methodological, organizational, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

*Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications* is organized into six distinct sections that provide comprehensive coverage of important topics. The sections are (1) Fundamental Concepts and Theories, (2) Development and Design Methodologies, (3) Utilization and Application, (4) Organizational and Social Implications, (5) Managerial Impact, and (6) Emerging Trends. The following paragraphs provide a summary of what readers may expect from this invaluable reference tool.

Section 1, “Fundamental Concepts and Theories,” introduces this multivolume reference with some universal topics in Cross-Cultural Interaction. The very first chapter, *Dynamics of Globalization* by Halil Sariaslan describes how a global society has a lasting impact on each of its members, particularly in the financial sphere. Subsequent chapters continue this discussion of our increasingly globalized world, with original research and critical perspectives on social interaction, education, and diversity. Notable chapters include *Defining University Teaching Excellence in a Globalized Profession* by Kenneth Bartlett; *Culture-Laden Social Engagement* by Sejung Marina Choi, Shu-Chuan Chu, and Yoojung Kim; and *Access to Scholarly Information across Disciplines, Languages, and Alphabets* by YooJin Ha, each of which describes in detail how people from various cultures can work together to accomplish greater feats than they could alone. The section concludes with a chapter that summarizes the primary focus and intent of this compilation: *Theoretical Frameworks and Models Supporting the Practice of Leveraging Workforce Diversity* by Aileen G. Zaballero and Yeonsoo Kim, an important contribution that explores both the history of culturally diverse teams and the various advantages of cultural competency.

Section 2, “Development and Design Methodologies,” discusses some of the many emerging pedagogies and strategies for taking advantage of diversity and Cross-Cultural Interaction. As organizations continue to expand, leaders and policy makers often need to interact with colleagues across vast distances, both physical and social. Chapters such as *Leveraging Diversity in a Virtual Context* by Robyn A. Berkley, Roxanne Beard, and David M. Kaplan and *Leading Global Virtual Teams* by Alicia M. Phebus, Beth Gitlin, Marissa L. Shuffler, and Jessica L. Wildman explore best practices in making the most of these interactions. Additional chapters cover teaching and learning in a global society, such as *Intercultural Education with Indigenous Peoples and the Potential of Digital Technologies to make it*
Happen by Evaristo Ovide, practicing effective professional interaction across cultural boundaries (Designing, Developing and Evaluating Professional Language and Intercultural Competencies with Phone Simulations by Cécile Gabarre and Serge Gabarre), and dealing with customers of different backgrounds and cultures, such as Fabrício Fernando Foganhole dos Santos and Irene Kazumi Miura’s chapter The Customer Relationship Management as an Element of the Acceleration of Society Evolution.

Section 3, “Utilization and Application,” elaborates on the information presented in the previous two sections to effectively employ methods of Cross-Cultural Interaction in diverse environments. The section begins with a common trend in communication and collaboration: working in virtual teams. Computer Mediated Cross-Cultural Communication by William Klein and Bernard E. La Berge illustrates a situation in which students in the United States and Oman were able to collaborate via the Internet, while Electronic Collaboration in Strategic Decision-Making Processes by Asli Goksoy, Ozalp Vayvay, Beliz Ozsoy Yilmaz, and Ahmet Yilmaz focuses on the business world and how Internet communication and collaboration is a necessity for any organization. Additionally, this section investigates the impact of social media in spreading ideas across cultures, governments, and countries. Notable chapters include Interaction in Google Wave Sends Chat Rooms Out with the Tide by Linda Jones and Integrating Social Media and Traditional Media within the Academic Environment by Swati Jaywant Rao Bute. This section blends into the next with a final discussion of global citizenship in the chapter Promoting Global Citizenship through Intercultural Exchange Using Technology by Laurie A. Henry and Clarisse O. Lima.

Section 4, “Organizational and Social Implications,” advances the discussion with a look into the impact of Cross-Cultural Interaction and global citizenship on the citizens themselves. The first few chapters explore global citizenship through a business and organizational lens; for example, International Co-Operation and Intercultural Relations by Gus Hosein and Maria-Martina Yalamova conducts a comparative study of international cooperation and the global society, while Linguistic and Cultural Skills for Communication in Global Workplaces of the 21st Century by Carmela Briguglio considers communication across language barriers within multinational organizations. The following chapters consider communication issues beyond language, including Icon Metaphors for Global Cultures by Lulit Bezuayehu, Eric Stilan, and S. Tejaswi Peesapati and Multiculturality and Multimodal Languages by Maria Chiara Caschera, Arianna D’Ulizia, Fernando Ferri, and Patrizia Grifoni. The section concludes with a chapter on the role of managers in multinational corporations, namely the Challenge and Complexity of Virtual Team Management (Edward T. Chen).

Section 5, “Managerial Impact,” explores Cross-Cultural Interaction from a leadership perspective. Organizing a diverse workforce comprised of individual members with conflicting traditions and cultures has its own unique set of challenges, and this section provides tools and strategies for effectively managing such teams. Some of the first chapters in this section include Leveraging Workforce Diversity and Team Development by Aileen G. Zaballero, Hsin-Ling Tsai, and Philip Acheampong, a critical discussion of the importance of utilizing diverse collaborative teams, and Diversity Training in Organizations by David McGuire and Nicola Patterson, which shows managers how to prepare their employees to work effectively in culturally diverse groups. Cultural differences are often difficult to overcome, a prominent theme in many of this section’s chapters, including Managing Intercultural Service Encounters by Suvenus Sophonsiri and G. Barry O’Mahony and The Impact of Culture on Workplace Conflict in the Caribbean by Susan Scott. This section ends with a look to the future in Pi-Chi Han’s chapter, Developing Global Leaders.
Section 6, “Emerging Trends,” provides insight into some of the latest tools, technologies, and methodologies designed to enhance Cross-Cultural Interaction within organizations and between individuals. Some notable chapters in this section include *Using the Cultural Challenges of Virtual Team Projects to Prepare Students for Global Citizenship* by Madelyn Flammia; *The Gramulator* by Philip M. McCarthy, Shinobu Watanabe, and Travis A. Lamkin; *Language Abilities and Culture Clashes in Cyberspace* by Anna M. Harrington; and *Emerging Technology Trends and Implications for Diversity Management* by Mike A. Guest, Elizabeth Culhane, and Daniel P. McDonald. In order to be most effective, organizations must learn to effectively communicate not only across languages, but also across cultures, taking into account diverse ways of thinking in order to make the most of these interactions. As such, the chapters in this section, and in the collection as a whole, signify a wide variety of perspectives on every facet of effective communication between cultures and nationalities. To this end, the final chapter of this multivolume reference, *Towards a Participative Platform for Cultural Texts Translators* by Aurélien Bénel and Philippe Lacour, introduces the epitome of intercultural communication: a program for translating meaning and intention as well as words.

As a comprehensive collection of research on current findings related to the development of interdisciplinary technologies, *Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications* provides researchers, administrators, and all audiences with a complete understanding of the latest advances, applications, and concepts in Cross-Cultural Interaction. Although the primary organization of the contents in this multi-volume work is based on its six sections, offering a progression of coverage on the important concepts, methodologies, applications, social issues, managerial considerations, and emerging trends, the reader can also identify specific content by utilizing the extensive indexing system found at the end of each volume. Given the vast number of issues concerning usage, successes and failures, policies, strategies, and applications of Cross-Cultural Interaction in countries around the world, *Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications* addresses the demand for a resource that encompasses the most pertinent research on the technologies being employed to globally bolster the knowledge and implementation of Cross-Cultural Interaction.