

# The influence of cross-cultural management of transnational companies on international trade cooperation

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**Abstract:** This paper discusses the cross-cultural management of multinational corporations and its impact on international trade cooperation. Cross-cultural management is a strategy that improves the communication and understanding between multinational companies and their partners, optimizes the global supply chain management, and improves the market adaptability and competitive advantage of multinational companies. Specifically, cross-cultural management can improve language and communication skills, understanding and respect for cultural differences, promote cross-cultural supply chain work together, improve the efficiency of global resource allocation, improve market sensitivity, innovative products and services to meet the needs of different cultures, and establish and maintain cross-cultural brand image, to achieve these goals.

**Keywords:** cross-cultural management; multinational companies; international trade cooperation

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## 1. Introduction

With the deepening of globalization, multinational companies have become more and more extensive business around the world, and their success increasingly depends on effective cross-cultural management. Cross-cultural management is a strategy that helps companies understand and respect various cultural differences, improve communication efficiency, optimize global supply chains, and enhance market adaptability and competitive advantage. This paper will explore the application of cross-cultural management in multinational corporations and its impact on international trade cooperation.

## 2. Overview of the cross-cultural management of multinational companies

Cross-cultural management of multinational companies is a complex and important theme. With the deepening of globalization, enterprises should not only face the single cultural environment, but also deal with the complex multi-cultural environment from different countries and regions. In this context, effective cross-cultural management becomes crucial. The cross-cultural management of multinational companies mainly includes how to understand and respect different cultural backgrounds, how to improve the efficiency of cross-cultural communication and collaboration, and how to use cultural differences to innovate and optimize global business operations. First, understanding and respecting cultural differences is the foundation of intercultural management. This includes a deep understanding and respect of the values, beliefs, behaviors, business practices and other aspects of different cultures. Secondly, improving the efficiency of cross-cultural communication and collaboration is the key to cross-cultural management. This includes improving language and communication skills, developing intercultural teamwork skills, and establishing effective intercultural communication mechanisms. Finally, using cultural differences to innovate and optimize global business operations is the goal of cross-cultural management. This includes adjusting product and service strategies according to the characteristics of different cultures, optimizing global supply chain management, and improving market adaptability and competitive advantage. In this process, cross-cultural management is not only a strategy, but also a kind of ability, which requires multinational companies to invest a lot of resources and energy to cultivate and improve.

## 3. Impact of cross-cultural management on international trade cooperation

### 3.1 Promote the communication and understanding between multinational corporations and their partners

#### 3.1.1 Improve language and communication skills

In cross-cultural management, the improvement of language and communication skills is crucial for the communication and under-

standing of multinational companies with their partners. Language is the foundation of communication, and effective communication is the key to building a successful partnership. In international trade cooperation, if we can communicate with each other's language, it will greatly enhance the understanding and trust of both sides. In addition, good communication skills, including listening comprehension, oral expression, and non-verbal communication, are also indispensable to cross-cultural communication. Effective communication can help multinational companies to better understand the needs and expectations of their partners, so that they can develop more suitable cooperation strategies and plans.

### *3.1.2 Understand and respect cultural differences*

Cultural differences refer to the differences between people in different countries and regions in values, beliefs, behaviors, business practices and other aspects. These differences may lead to difficulties in decision-making, communication, conflict resolution and other aspects in the cooperative process. Therefore, multinational companies need to learn a deep insight into the cultural background of their partners, and to understand and respect their cultural differences through cultural research and communication. First, understanding and respecting cultural differences can help multinational companies better understand the needs and expectations of their partners. In international trade cooperation, understanding the cultural context of their partners can help multinational companies to better understand their business practices, behaviors, and values, and thus better meet their needs and expectations. This helps to establish and maintain good cooperative relations and promote the success of trade cooperation. Secondly, understanding and respecting cultural differences can also help to resolve communication barriers and conflicts in the cooperation process. When multinational companies have cultural differences with their partners, it may lead to communication difficulties and misunderstandings. By understanding and respecting cultural differences, MCs can better understand partner positions and perspectives, and thus better communicate and resolve potential conflicts. This helps to build trust and good cooperative relations and promote the success of trade cooperation.

## **3.2 Optimize the global supply chain management**

### *3.2.1 Promote the cooperation work of cross-cultural supply chain*

Cross-cultural supply chain collaboration refers to the efficient operation of supply chain through cooperation between supply chain partners under different cultural backgrounds. In the context of globalization, every link involved in the supply chain is often distributed in every corner of the world, involving different cultural backgrounds and values. Therefore, the importance of cross-cultural supply chain collaboration is becoming increasingly prominent. By improving the ability of cross-cultural communication and collaboration, it can effectively improve the synergy between all links of the supply chain, reduce misunderstandings and conflicts, and improve the overall efficiency and effect. Specifically, cross-cultural supply chain collaboration can be achieved in the following ways: 1. Establishing a cross-cultural communication mechanism: Establishing an effective cross-cultural communication mechanism is the key to realize the cooperation of the cross-cultural supply chain. This includes making communication plans, identifying communication channels, building communication teams, etc. By holding regular meetings, sharing information and exchanging opinions, the communication and collaboration between all links of the supply chain can be strengthened. 2. Understand and respect cultural differences: There are certain cultural differences between partners in different regions and under cultural backgrounds. In order to work together across cultural supply chains, these cultural differences must be understood and respected. This can be achieved by understanding the local cultural characteristics, customs, values and other ways.

### *3.2.2 Improve the efficiency of global resource allocation*

In today's globalization, the allocation of resources is no longer limited to a single country and region, but is carried out on a global scale. This requires multinational companies to effectively manage and allocate global resources to ensure their efficient operation and competitive advantage. In this process, the role of cross-cultural management cannot be ignored. By understanding and respecting the characteristics and needs of different cultures, multinational companies can better identify and utilize global resources and improve the efficiency and effect of resource allocation. For example, some countries and regions may have advantages in certain resources, while others may have advantages in other resources. Through cross-cultural management, multinational companies can better identify and utilize these advantages and optimize the global resource allocation. At the same time, by improving cross-cultural communication and collaboration capabilities,

multinational companies can better coordinate global resources, reduce conflicts and waste, and improve overall efficiency. To achieve these goals, multinational companies need to constantly learn and adapt to various cultures and improve their ability of cross-cultural management.

### **3.3 Improve the market adaptability and competitive advantage of multinational corporations**

#### *3.3.1 Improve market sensitivity*

Cross-cultural management can significantly improve the market sensitivity of multinational companies, that is, the ability to quickly identify and respond to market changes and opportunities. This is because consumers in each country and region have their own unique cultural background, which can affect their consumption behavior and needs. By understanding and respecting these cultural differences, multinational companies can more accurately predict and meet the needs of consumers, and improve the market adaptability of their products and services.

#### *3.3.2 Innovate products and services to meet the needs of different cultures*

With different consumer needs and expectations under different cultural backgrounds, this provides a rich innovative inspiration and possibility for multinational companies. By deeply understanding and respecting these cultural differences, multinational companies can provide products and services more in line with the needs of the target market, thus enhancing their competitiveness in the market. At the same time, the improvement of cross-cultural communication and collaboration capabilities also plays a positive role in promoting the effectiveness of the organization and management of global innovation resources of multinational companies. Through efficient cross-cultural communication and collaboration, multinational companies can better integrate global innovation resources and achieve the optimization of innovation efficiency and effectiveness. This innovative way of cross-cultural management can not only help to improve the competitiveness of companies, but also promote global innovative development.

## **Concluding remarks**

The application of cross-cultural management in multinational corporations and its impact on international trade cooperation is obvious. By improving language and communication skills, understanding and respect cultural differences, promote cross-cultural supply chain work together, improve the efficiency of global resource allocation, improve market sensitivity, innovative products and services to meet the needs of different cultures, and establish and maintain cross-cultural brand image, cross-cultural management to promote international trade cooperation, improve the efficiency of global supply chain, improve market adaptability and competitive advantage plays an important role. Future studies could further explore the details of the implementation of cross-cultural management strategies and their further impact on business and international trade.

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