

Intercultural competence as an indicator of good life in the system of international business

The line between domestic and international business is constantly blurring. For the time being, the mainstreaming of internationalization of business is a fact. Internationalization entails interactions with various foreign stakeholders. The quality of international interactions can make or break the deal, while at a deeper level, has a major impact on the good life of international business people. Individual happiness is very much a result of meaningful and self-satisfactory human relationships. Emotional intelligence and social competence enable harmonious and enjoyable connections with other people. However, these soft competences are not automatically transferrable in a new cultural setting. While, intercultural competence is assumed to be universally applicable. In international business, individuals with high level of intercultural competence are capable of effective behavioral adaptation to the peculiarities of the situational intercultural (bi-cultural and poly-cultural) context. These are people who have acquired knowledge about national cultures and have the potential for developing further cultural cognition; they are able to put the cultural knowledge into practice; and last but not the least, they want, i.e., have internal motivation, to apply their knowledge and skills in real-life intercultural settings. International business participants with high level of intercultural competence know about the national culture phenomenon, are able to manifest their knowledge through actual behaviour, and want to do so.

Feeling at ease and indulging in the communication with representatives of foreign national cultures is a success factor for reifying the cooperative potential of international business, and also, for the well-being of the participants in the system of international business. The article is to encapsulate insight about national culture and intercultural competence phenomena in the field of international business, gleaned from the author's practice of teaching university students (both undergraduate and graduate students) and business people. In her teaching endeavours the author has always aspired to convey the notion of intercultural competence as a way for international business people to be pleased by their daily working life. The statements and explanations to be provided are essential and sophisticated at one and the same time. These are established views, rendered in a strive for easy and light-hearted implementation in real-life international business encounters. The paper is to be based on a literature review, the author's teaching experience, and analytical thinking.