# CBS PhD-programme
# *Professional intercultural communication*

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# *Bridging between aca-demia and business*

- A PhD programme addressing the challenges in international commu-nication in business/organizations

- A PhD programme attractive for both an academic career and a business career

# *Core research field*

- Professional **intercultural** commu-
  nication

  - Communication between agents in a
    business environment
  - Monolingual or multilingual commu-
    nication
  - Communication across cultures (in a
    broad sense)

# Core research topic

- The influence of linguistic and cultural diversity on:

  - The internal and external relations of companies/organizations
  - The formation of identities in companies/organizations
  - Our perception of the world/the surroundings

# *The core goal*

- Education of researchers who can CREATE KNOWLEDGE about

  - *Professional intercultural commu-nication*

    - Based on challenges/barriers facing companies/organiza-tions in a world with linguistic and cultural diversity

*This goal breaks down into:*

- CREATION of new knowledge about

  - Professional/corporate commu-nication
  - Interculturality in communication
  - Interlinguality in communication

# *Professional/corporate communication*

- Linguistically based interaction
  - among agents within a company/organization OR
  - between agents in a company/organization and in the (business) environment
- Agents
  - employees, management, customers, partners, markets, companies, the society etc.

# *Interculturality in communication*

- Challenges and barriers in commu-nication stemming from cultural diversity
  - Different linguistic behaviours and different patterns of cognition

# *Interlinguality in communication*

- Challenges and barriers in commu-
  nication arising from MULTILIN-
  GUAL working surroundings and
  working relations
  - Language and identies
  - Language and cognition/percep-
    tion of the world

# *Research questions – AND solutions*

- How does linguistic and cultural diversity affect internal and external relations?
- How do language and culture form identities?
- How do language and culture influence the way we perceive our surroundings?

- *How can we develop SOLUTIONS to cope with these challenges and barriers*

# *Sample research projects*

1. Negotiation from an intercultural perspective
2. Company presentations from an intercultural perspective
3. Localisation of product presentations and product documentation from an intercultural perspective
4. Translation (human and MT) and interculturality
5. (Higher) Education and interculturality
6. Linguistic identity in the work place
7. English as a lingua franca
8. English as a global business language
9. Language policy
10. Text structuring from an intercultural perspective

# *Sample research projects*

11. In-house communication in a multilingual company
12. Communication processes from an intercultural perspective
13. Cognition, culture and language typology
14. Communication technology and interculturality

# Key feature: Interdisciplinarity

- Professional (corporate) Communication / communication management

- Culture studies / culture theory / cultural differences

- Linguistics and semiotics

# *Key-feature: different from traditional phd-study*

- Profiled
- Attractive for university and business
- Challenge-driven / real-world problems
- Emphasis on solutions

# Key feature: Cross-fertilization

- Academia / Business
- Students (preferably of different nationalities)
- Researchers from different disciplines
- Institutions

# *Competences*

- The candidate can create new knowledge about
    1. Professional intercultural communication by identifying and analysing challenges and barriers in a company or institution
    2. The influence of language and culture on the formation of identity
    3. The influence of linguistic and cultural diversity on communication and cultural encounters in business
    4. Implementation and management of processes involving knowledge on interculturality and communication

# The need for these candidates

- Companies/organizations increasingly need to act internationally/globally

- IT communication makes instant cross-border communication possible at all levels of the organisation

# The need for these candidates

- Companies have local offices in other countries
- Companies have employees speaking a foreign language
- Companies sell their goods/services on foreign markets
- Companies collaborate with companies in other countries

# *The need for these candidates*

- Companies outsource work processes
- Public authorities collaborate transnationally
- IT makes world-wide collaboration possible and wide-spread
- Companies use English as corporate lan-guage

# *The need for these candidates*

- Many challenges/barrieres in profes-sional communication are only just getting evident

  - The extensive use of IT in cross-border collaboration is recent.
  - The empirical basis for the research is only just getting available

# *The need for these candidates*

- Researchers

  - Experts on the field of linguistic and cultural challenes in transnational collaboration
  - Create new knowledge on the basis of new empirical material
  - Develop solutions to problems and barriers on the basis of own research

# *Prospective career opportunities*

- Development of strategies and strategic solutions within communication departments
- Management of internal and external communication
- Development of programmes for in-house training in intercultural communication
- Development of translation and communication strategies within translation companies

# *Prospective career opportunities*

- Development of communication strategies and solutions for enhanced communication within companies/organizations
- Development of innovative solutions for communication and intercultural marketing within export and marketing
- Research and Teaching (in academic institutions and elsewhere)

# *Structure of the programme*

- Duration: 3 years (in some cases 4 years)

- Research project under supervision
- Course participation (6 months workload)
- Dissemination activities (6 months workload)
  - teaching and presentations

# *Courses included in the programme*

1. Intercultural cognition and intercultural competence: linguistic and social behaviour within different cultures including acquisition of this kind of knowledge

2. Linguistic identity in organisations

3. Quantitative methods for the study of communication in companies and organisations including methods for data analysis

4. Qualitative methods for the study of communication in companies and organisations, e.g. discourse analysis and Conversational Analysis

5. The philosophy of science in professional intercultural communication

# *Possible areas of colla-boration*

1. Course participation
2. Supervision
3. Empirical studies
4. Study stays/internships
5. Collaboration industry/academia
6. Mutual Network partners

Thank you for your attention!