



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



Cross-Cultural Interaction Sequence: An Example

Todd (US) works for an American company in Korea. Sometimes he wonders why he ever accepted a position overseas—there seems to be so much that he just doesn't understand. One incident in particular occurred the previous Friday when his secretary, Chungmin, made a mistake and forgot to type a letter. Todd considered this a small error and happened to mention it when he saw her during lunch in the company cafeteria. Ever since then, Chungmin has been acting a bit strange and distant. When she walks out of his office, she closes the door more loudly than usual. She will not even look him in the eye, and she has been acting very moody. She even took a few days of sick leave, which she has not done in many years. Todd has no idea how to understand stand her behaviour. Perhaps she really is ill or feels a bit overworked.

When Chungmin returns to work the following Wednesday, Todd calls her into his office. "Is there a problem?" he asks. "Because if there is, we need to talk about it. It's affecting your performance. Is something wrong? Why don't you tell me, it's okay."

At this, Chungmin looks quite distressed. She admits the problem has something to do with her mistake the previous Friday, and Todd explains that it was no big deal. "Forget it," he says, feeling satisfied with himself for working this out. "In the future, just make sure to tell me if something is wrong." But over the next few weeks, Chungmin takes 6 more sick days and does not speak to Todd once.

SOURCE: Cushner & Brislin (1996). In Thomas (2008) p 86

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