

The Correlation between Organizational Communication Effectiveness and the Cultural Competence Continuum

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This study examines the correlation between organizational communication effectiveness and the organization's status on the cultural competence continuum. The world is becoming increasingly global; borders that historically have separated different cultures are no longer as relevant because of the ease of information, and cultural familiarity due in large part because of advances in technology. The internet has heralded in accelerated global access. The rapid increase in globalization has had both positive and negative effects; chief among the potentially negative effects is a lack of effective cross-cultural communication. The study further seeks to identify communication and cultural barriers that could impede the communication process, due to failure to gain full cultural competence.

Proposed Method:

A cross-sectional survey will be administered to members of select organizations to gather information designed to determine the organizations degree of acceptance and awareness of cultural differences and analyze the impact on the organization's cross-cultural communication. As a follow-up to the survey corrective measures will be identified to increase organizational communication effectiveness.

Keywords: Communication, organizational effectiveness, cultural competence, cultural awareness, diversity, communication barriers.