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Literature Review of Trans-cultural Studies: Strategies for the Enhancement of Cross-cultural Competence for Successful Business in Romania

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<Abstract>

This study comprehensively investigates the contemporary literature on the importance of and strategies for developing cross-cultural competences for managers in achieving success in a foreign business context. It focuses on the Romanian business context, recently perceived as attractive for Japanese investment, and challenges the gap in perception between established cultural frameworks (Hofstede, 2005) and the current reality as indicated in studies by Interact-Gallup (2005). The discussion and analysis reveal several recommendations for using specific cultural aspects for Japanese investors to achieve business success in Romania, while enriching the trans-cultural management field.

<Keywords>

Cross-cultural competences, cultural differences, business success, Hofstede's framework, Japanese and Romanian culture.