



*A Comparative Analysis of Intercultural  
Communication Challenges Faced by Property  
Management Professionals in Different Countries -  
Examples from Germany and China*

THE 10TH ANNUAL CONFERENCE OF ECONOMIC FORUM OF  
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# **AGENDA**

- **Introduction**
- **Research Objectives and Key Questions**
- **Proposed Methodology & Theoretical Framework**
- **Conclusion**

# Introduction

- **Significance of Intercultural Communication for Property Managers:**

Understanding the significance of intercultural communication for property managers is crucial. From diverse stakeholders and client/tenant relations to negotiation, conflict resolution, globalization, team collaboration, local regulations, marketing, building trust, and adaptability to local practices - effective communication is pivotal for success in the globalized real estate landscape.

- **Research Motivation**

# Research Objectives and Key Questions

- What are the cultural dimensions impacting communication effectiveness in property management in Germany and China?
- What factors contribute to communication breakdowns in property management in both countries, and to what extent do cultural biases play a role in these breakdowns?
- What are the common and unique intercultural communication challenges among property management professionals in Germany and China?
- What strategies can be developed to enhance intercultural communication effectiveness and promote cultural sensitivity awareness among property management professionals in these countries?

# Proposed Methodology & Theoretical Framework

- Mixed-methods: both quantitative and qualitative analyses
- Discipline of intercultural communication
- Cultural dimensions ( Geert Hofstede )
- Communication styles : Low-context/high-context culture (Edward T. Hall ) .The Silent Language(1959)

# Conclusion

- **Contribution to Business Practice:**

This research proposal outlines a comprehensive exploration of the intricate interplay of intercultural communication challenges in property management. The proposed framework, combined with my unique background, positions this study to anticipate findings and recommendations that aim to significantly contribute to the development of practical and effective intercultural communication strategies for property management professionals in Germany and China. This is expected to enhance the capacity of organizations to engage in intercultural communication and collaboration, thereby improving competitiveness and success in international markets.

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Thank you for your attention