

ABSTRACT

This qualitative research further enriches the narrative research that reviews cross-cultural communication and business research and theoretical development of cooperation with the support of Multinational staff. The key objective of this research is to explore the challenges faced by an expatriate who is a top-level manager in another country and the local staff in managing cross cultural issues within regional cooperation organisation.

The top-level manager that assigned overseas needs needs to be aware of contextual inappropriateness due to the differences between the origin country and the host of this international deployment that influence the development of effective skills and international deployment performance. The awareness re these differences and the efforts in building a system in order to improve the quality of communication and to reduce the obstacles in cross-cultural communication became important in this research.

Keywords : *cross-cultural management, cross-cultural communication, diversity management.*