

ABSTRACT

THESIS: Experiences of Danish Business Expatriates in Russia: A Cross-Cultural Communication Study

STUDENT: Elena V. Chudnovskaya

DEGREE: Master of Arts

COLLEGE: College of Communication, Information, and Media

DATE: December, 2013

PAGES: 98

Today Russia plays an important role in global economic development and attracts a lot of multinational companies, who establish their subsidiaries there. Many foreign investors send their representatives, business expatriates, to develop their businesses in Russia. The knowledge of cultural and communication specifics in Russia is very important for the success of those business personnel. This study has presented an in-depth picture of Danish business expatriates' experience in Russia. Qualitative interviews with eight Danish business expatriates were conducted to examine and compare cultural and communication norms in Denmark and Russia. The results were analyzed using the cross-cultural theories of Hofstede (2011) and Hofstede, Hofstede and Minkov (2010). The findings revealed that communication norms in Russia differ significantly from those in Denmark on two cross-cultural dimensions: Power Distance and Indulgence versus Restraint.

Keywords: business expatriates, power distance, indulgence versus restraint, cross-cultural communication, organizational communication, Russia, Denmark.