



SCHEMA GIURIA

Università - corso di laurea - insegnamento - docente *University - degree -subject - teacher*

- University: “Università degli studi di Urbino Carlo Bo”
- Degree: Languages and foreign cultures (business studies curriculum)
- Subject: Cross-cultural communication
- Teacher: Prof. Flora Sisti and Susanna Pigliapochi

Nome progetto *Project name*

- “Blend Up!”

Squadra *Team*

- Teresa Gianlorenzi
- Giulia Turi
- Martina Rozoli
- Aurora Bruno
- Enrico Rugini

Idea *Idea*

Our goal is to create a tool that gathers all the different features, values and traditions of every culture; in the international business world it is essential to know them in order to achieve an effective communication and establish profitable business relationships, however this material is not so easy to find and a main solution to this lack of information does not exist.

Problema e soluzione *Problem and solution*

Often young entrepreneurs and employees who have to go on business trips abroad are not aware of the intercultural differences between every country and the consequences they can have on business relationships; a simple gesture can create a series of uncomfortable situations and lead to the end of the negotiation. Our application aims to facilitate the communication between people from different cultures by avoiding this kind of misunderstandings and allow them to carry out the negotiations successfully.



Obiettivi *Objectives*

The objective is to shape a cross-cultural awareness in all the businesspeople that choose “Blend Up!” as their reference-point and allow them to build stable and profitable business relationships.

Impatto *Impact*

Our application could lead to the reduction in stereotypes and prejudice caused by the gap between different cultures by spreading some information about them and the way each cultural group communicates: in this way intercultural misunderstandings wouldn't happen anymore.

Sviluppi futuri *Future Plans*

- This application could have a *halo effect* and be useful also for people who don't belong to our main target (therefore they do not work in the business world), for instance students or tourists.
- We could also create a forum so that people from different cultures would be able to exchange their experiences and give some suggestions.