

## **Раздел 4. «Экономика. Общеобразовательные, социально-гуманитарные и фундаментальные дисциплины»**

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### **CHALLENGES AND PROSPECTS OF INTERCULTURAL COMMUNICATION IN THE PROFESSIONAL ENVIRONMENT: HOW TO AVOID THE TOWER OF BABEL EFFECT**

In the context of globalization, digitalization, and the growth of multicultural teams, intercultural communication is becoming crucial for the sustainable development of the professional environment. Effective interaction between representatives of different cultures is becoming a critical factor in the success of organizations in the 21st century. However, differences in the interpretation of meanings, communication styles, and management approaches can lead to misunderstandings and conflicts, creating the "Tower of Babel effect." This article provides a systemic analysis of the challenges of intercultural communication in the professional environment, drawing on theoretical models and Kazakhstani practice. Kazakhstan is considered a unique example of post-Soviet multicultural transformation. The authors identify typical barriers to intercultural communication, as well as successful corporate cases demonstrating ways to overcome them. Recommendations are formulated for developing intercultural competence, institutionalizing mediation practices, and adapting corporate culture to a multiethnic and digital environment. The article is intended for researchers, HR specialists, managers, and consultants working in culturally diverse environments.

*Keywords:* intercultural communication, Tower of Babel effect, professional environment, Kazakhstan, multiculturalism, communication barriers.

#### *Introduction*

Intercultural communication in the professional environment has ceased to be a private matter of international cooperation and has become a fundamental factor for any modern organization. Global economic ties, labor mobility, the expansion of transnational corporations, and the rapid development of digital platforms are creating a space where employees, partners, and clients represent a wide range of cultural, ethnic, religious, and linguistic identities. This space not only expands the horizons of interaction but also creates new challenges in human capital management. One of the most metaphorically accurate images of intercultural failure is the "Tower of Babel effect"—a situation in which participants in a professional dialogue use the same words, terms, or formal procedures, but imbue them with different meanings. This leads to disrupted communication chains, reduced effectiveness of collective decisions, distorted perceptions of management messages, and, as a consequence, to the erosion of trust and the destruction of organizational culture.

The relevance of this research is heightened in the context of Kazakhstan, where multi-ethnicity and multi-religious diversity are not abstract characteristics but an everyday norm. Kazakhstan, as a multinational state, has developed unique mechanisms for cultural integration—from institutional support for ethnocultural associations to promoting the principles of tolerance and linguistic balance. However, in the context of digitalization and the emergence of new forms of employment (remote, project-based, cross-border), traditional models of intercultural interaction are facing the need to adapt.

This study aims to systematically analyze the challenges and prospects of intercultural communication in the professional environment, focusing on the Kazakhstani experience. The focus is not only on identifying

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barriers but also on overcoming practices that ensure effective intercultural interaction, conflict prevention, and the transformation of cultural diversity into a source of innovative potential. The article draws on theoretical approaches in the field of intercultural communication, empirical case studies, and practical recommendations relevant to management practice.

**Scientific novelty:** The article reveals an integrated approach to managing intercultural communication as a factor in organizational sustainability and innovation, including digital tools, soft skills and cases of cross-cultural leadership [1].

**Practical significance:** The recommendations and tools proposed in the study can be used to develop programs for adapting foreign employees, training managers, and HR strategies in international companies and universities.

### *Methods*

The study utilized content analysis of scientific publications, comparative case studies of international companies, and elements of sociocultural modeling. Hofstede and Hall's models for interpreting cultural differences, as well as visualization tools, were applied. Case studies of companies implementing intercultural inclusivity policies were analyzed.

### *Results*

Understanding the nature of intercultural communication requires addressing a number of fundamental theoretical concepts that form the basis of modern approaches to analyzing professional interactions in a culturally diverse environment. The term "intercultural communication" encompasses not only linguistic interaction between representatives of different cultures, but also a broader set of cognitive, emotional, and behavioral processes mediated by differences in perceptions of reality, norms, and interpretations of meaning. One of the cornerstones of intercultural theory is the model of cultural dimensions of G. Hofstede [2]. The model includes 6 key parameters that determine the differences between national cultures: 1. Power distance: High distance: subordinates do not challenge their superiors' opinions (Russia, Mexico). Low distance: hierarchy is perceived as functional but not absolute (Denmark, Sweden).

2. Uncertainty Avoidance: High level: need instructions, rules (Greece, Portugal). Low level: flexibility, openness to risk (Singapore, USA).

3. Individualism and Collectivism: Individualism is a focus on personal achievement (USA, Canada). Collectivism is the priority of the group, family, team (China, India).

4. Masculinity and Femininity: "Masculine" cultures are focused on success and competition (Japan, Germany). "Feminine" cultures are focused on caring, quality of life, and compromise (Netherlands, Sweden).

5. Long-term and short-term orientation: Long-term – planning, persistence (China, Japan). Short-term – respect for traditions, fulfilling obligations here and now (USA, Russia).

6. Indulgence and restraint: Indulgence – it is allowed to enjoy life, show emotions (Mexico, Sweden). Restraint - social norms restrict behavior (Pakistan, Russia). This model helps HR managers, teachers, and team leaders take cultural differences into account when selecting personnel, organizing motivation, and building dialogue.

These dimensions allow us to formalize differences between national cultures and predict behavioral patterns within organizations. For example, in cultures with high power distance (characteristic, for example, of several Central Asian countries), employees may avoid openly expressing disagreement, which hinders feedback and generates latent conflicts.

This approach is complemented by E. Hall's communication context model, which distinguishes between high-context and low-context cultures. [3].

**High-context culture.** Information is transmitted through context, nonverbal cues, intuition, and silence. Communication is indirect and ambiguous. Examples: Japan, China, Arab countries.

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Low-context culture. Information is conveyed through words, directly and unambiguously. Clear structure and logic in speech. Examples: USA, Germany, Scandinavia. In a professional environment, it's important to understand how straightforward or veiled employees express their opinions. This impacts how they perceive criticism, present ideas, and provide feedback.

Also worthy of attention is the model of adaptation and cultural shock by Yu Kim, according to which entering a new cultural environment goes through the following stages: euphoria, frustration, adaptation, internal cultural enrichment [4].

This cycle is particularly relevant for the corporate environment in Kazakhstan, where more and more specialists are involved in transnational projects, rotations, and interactions with international consultants.

Trompenaars' model of national culture [5]. It consists of 7 dichotomies; the key ones are presented here: Universalism: following general rules. Particularism: making decisions based on the situation, “for one’s own” – one’s own rules. Individualism: every man for himself. Communitarianism: collective interests are important. In neutral cultures, emotions are suppressed (Great Britain, Germany). In emotional cultures, they are expressed openly (Italy, Brazil). Specificity: separation of the personal and professional. Diffusion: fusion of the business and personal. This model is particularly useful in situations of negotiations, partnerships and project management with international participants.

The presented SWOT analysis of intercultural communication models allowed us to identify their strengths and weaknesses, opportunities and threats (Table 1).

Table 1

SWOT analysis of intercultural communication models

Model	Strengths	Weaknesses	Possibilities	Threats
G. Hofstede	A clear quantitative measurement system used in business	May lead to stereotyping and generalization	Application in HR, international management, risk assessment	May become outdated without updates and local adjustments
Edward Hall	The concept of context helps in interpreting hidden communications	Difficult to apply without cultural examples, abstract	Relevant for the development of instructions and training in international projects	It is difficult to measure effectiveness without digital support.
Yun Kim	Focus on adaptation processes is important for migratory environments	Less known in practice, difficult to quantitatively analyze	Development of adaptation programs, support for personnel relocation	The risks of ignoring cultural dynamics and individual differences
Fons Trompenaars	Broad coverage of cultural dimensions, applicable to management and negotiations	The model is cumbersome and requires extensive user training.	Used to develop leadership and emotional intelligence in MNCs	May cause training overload for staff

**Model G. Hofstede's framework** is particularly effective in corporate settings and HR management. Its strength lies in its quantitative measurement of culture, but its risk lies in its oversimplified interpretation of

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nations as homogeneous cultures. When implemented in the construction industry, it should be adapted to regional differences & individual characteristics [2].

**Edward Hall's model** is valuable for construction projects involving workers from East Asia, the Middle East, and Latin America, where communication is highly contextual. However, the model requires an experienced facilitator—it is difficult to implement without training [3].

**The Yun Kim model.** Focuses on behavioral adaptation and is useful when hiring migrants or sending specialists abroad. Suitable for HR and onboarding services. A drawback is its weak popularization in business [4].

**Trompenaars Model.** An excellent tool for managers working in a multicultural environment. In construction, it's useful for project managers, contractors, and negotiators with foreign companies. Complexity: requires extensive preparation and can be overwhelming at the start of training [5].

Based on an analysis of the sources, five key barriers were identified: Linguistic: differences in terminology, accent, and language proficiency. Values: conflicting ideas about power, time, and responsibility. Nonverbal: gestures, communication distance, and eye contact. Cognitive: differences in information processing and logical thinking. Organizational: a lack of transparent corporate policies and inclusive standards. Each of these barriers has its own practical ways to overcome them: education, training, the use of digital solutions, the implementation of diversity ethics, and the creation of an adaptive environment. Barriers and methods for overcoming them in intercultural communication (Table 2).

Table 2

Barriers and methods of overcoming them in intercultural communication

Barrier type	Description	Methods of overcoming
Non-verbal	Gestures, facial expressions and eye contact are interpreted differently	Teaching cultural codes and gestures
Cognitive	Other approaches to analysis, thinking, and decision making	Decision-making models that take into account cultural styles
Organizational	Opaque processes, hierarchical differences, lack of a common corporate culture	Creating an inclusive corporate culture, common rules and standards

Contemporary research emphasizes the need to move away from binary "us versus them" models to the concept of intercultural competence as a cross-professional skill. In Dario's definition According to Pederson, diversity is the ability to interact effectively and appropriately with people from other cultures based on respect, empathy, and awareness. Developing such competence requires not only theoretical knowledge but also experience, reflection, and organizational support (training, mentoring, and institutionalization of diversity) [6].

Thus, the theoretical landscape of intercultural communication defines a whole range of parameters that allow us to diagnose, predict, and manage interactions in multicultural teams. It's important to understand that cultural differences are not limited to differences in languages or customs—they permeate the entire field of professional communication, from understanding tasks and priorities to the ethics of interaction, evaluating effectiveness, and interpreting success.

The Tower of Babel metaphor, which derives from the biblical narrative of the collapse of a unified project due to the confusion of languages and the loss of mutual understanding, remains a remarkably accurate symbol of the challenges organizations face in cross-cultural interactions. In professional settings, this effect takes on a variety of forms, often unconscious to those involved, making it particularly dangerous.

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The first level of the effect is literal: discrepancies in linguistic interpretation. Even when using the same language (for example, Russian or English as a corporate lingua franca), there are instances of differences in the meaning of the same terms. For example, the expression "send as soon as possible" can be interpreted differently: as "today," "this week," or even "within a month," depending on the national or professional context.

An example from Kazakhstani practice: in one of the branches of a large company with the participation of foreign contractors, Kazakhstani specialists used the abbreviation "DO" in documents (meaning "cooperation agreement"), while their Uzbek partners interpreted it as "job description," which led to an error in the approval process.

The second level of the Tower of Babel effect is the difference in the interpretation of goals, roles, and responsibilities. Representatives of Western cultures tend to prioritize clearly delineated competencies and expect that task assignments will be accompanied by specific KPIs. Meanwhile, in cultures with collectivist attitudes (including Kazakhstan), social cues, relationships, and the context in which tasks are set are important.

For example, a misunderstanding arose in a project team working in Atyrau with a Dutch contractor: the European manager expected the engineer to develop a solution independently, while the Kazakhstani specialist expected the initiative to come from management. As a result, the deadline was missed, and both sides accused each other of inaction.

A dangerous form of intercultural disruption is symbolic conflict, in which one party's behavior is perceived as disrespectful or offensive. For example, the direct style of criticism accepted in some Western companies can be perceived as rude in Kazakhstani and Kyrgyz professional cultures, where respectful feedback is valued.

Holidays, gender roles, hierarchy, and religious considerations can also be sources of misunderstanding. Ignoring a national holiday (such as Nauryz) in an international team can be perceived as cultural insensitivity, even if it formally does not violate regulations.

Modern digital channels, especially messaging apps, Zoom, and corporate platforms (e.g., Microsoft Teams), exacerbate the Tower of Babel effect. The lack of nonverbal cues and differences in digital etiquette (e.g., "camera off," "no emojis," "stiff style") become open to interpretation.

In one company in Kazakhstan, a young employee did not use emojis in correspondence with a German manager, which the latter perceived as coldness and disinterest, while in the employee's corporate culture it was considered inappropriate to embellish business communication with excessive emotionality [7,8].

If the phenomenon of intercultural biases is ignored, they begin to influence key aspects of organizational activities: the speed and quality of decision-making decreases; hidden conflicts and staff turnover arise; is disrupted (especially in cross-functional teams); the employer brand in the international market is deteriorating.

Thus, the Tower of Babel effect is not an abstract threat, but a very specific management problem that requires a systemic approach. In Kazakhstan's multicultural environment, its manifestations are particularly multilayered and depend not only on ethnocultural differences but also on generational, territorial, and linguistic characteristics.

Kazakhstan represents a unique model of interethnic coexistence, combining an institutionalized policy of national unity with genuine cultural diversity in organizations. More than 130 ethnic groups, a multilingual environment, the presence of formalized bodies for strengthening interethnic harmony (such as the Assembly of the People of Kazakhstan), and the relatively peaceful nature of ethnic and religious interaction make the country an important case study for analyzing intercultural communication practices.

However, at the professional level, cultural diversity often acts not as a resource but as a hidden challenge. Intercultural differences manifest themselves at three levels: linguistic, behavioral, and value-symbolic.

Despite the formal equality of languages, Russian remains the dominant language in business communication in most Kazakhstani companies. At the same time, there has been a steady increase in the number of Kazakh-speaking employees, especially in the regions, as well as an increase in the proportion of young professionals educated in the state language.

As a result, a linguistic asymmetry arises, in which management documents (instructions, regulations, orders) are mainly developed in Russian, oral communication (in particular, informal) is increasingly switching

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to Kazakh, digital tools (ERP, HRM systems) do not always have the correct Kazakh localization, Middle managers have difficulty translating regulatory language.

Example: in one department of a large metallurgical company, management prepared regulations in Russian, while line workers spoke Kazakh. The lack of adequate translation led to disorientation and safety violations, necessitating an urgent revision of the documentation and the introduction of oral instructions.

Within a single organization, different communication styles may coexist, due not only to ethnic differences, but also to regional, generational, and religious characteristics. For example: Kazakh employees of the older generation are often oriented towards respect for hierarchy, evasive forms of expressing disagreement and high importance of relationships, Russian-speaking specialists tend to present information more directly and rationally, Young people who have completed international programs (Bolashak and others) demonstrate a hybrid style that combines global norms with local codes. This diversification requires special skills from HR specialists, team leaders, and managers: from the ability to read non-verbal cues to the ability to create a common semantic field in a diverse team.

Some large organizations in Kazakhstan have made attempts to formalize and develop intercultural competence at the corporate level [7,8].

JSC KazMunayGas: introduction of cross-cultural training communications for employees working with foreign contractors, translation of safety standards into three languages: Kazakh, Russian and English, Formation of feedback groups in multicultural teams.

Nazarbayev University: creation of a bilingual academic environment (EN/KZ), Mandatory cultural sensitivity training for faculty and administrative staff, Inclusive policy when hiring employees from different countries and regions of Kazakhstan.

The Kazakhstan case demonstrates that with proper institutionalization, respect for differences, and flexible management, interculturality ceases to be a barrier and becomes a resource. This approach allows for the expansion of team creativity through a diversity of perspectives; build trust and reduce employee turnover; to form a positive image of the employer in a competitive labor market; develop localized forms of leadership and management adapted to the Kazakhstani context.

Thus, Kazakhstan's experience suggests the possibility of building an organizational model of intercultural resilience, in which the values of diversity are integrated into management practices, communication procedures, and corporate culture. However, the challenge remains: the transition from declarative multiculturalism to genuine inclusion in everyday professional practice.

Digital transformation, which has permeated all areas of professional life, has radically altered the nature of communication within organizations. On the one hand, it has provided unique tools for overcoming physical, temporal, and linguistic barriers—from online translators to asynchronous collaboration platforms. On the other hand, the digital environment has created new risks, exacerbating the "Tower of Babel effect" in multilingual and multicultural teams.

One of the key consequences of digitalization has been the shift toward asynchronous communication: email, corporate messaging apps (WhatsApp, Telegram, Teams, Slack), and internal portals have replaced face-to-face communication. As a result, a gap arises between the sender's intent and the recipient's perception, especially when they come from different cultures with varying sensitivity to context.

In low-context cultures (for example, among expats from Germany or the Netherlands), the lack of an immediate response by email may be perceived as ignoring, whereas in Kazakhstani practice, a pause in communication may be due to hierarchical subordination or the expectation of approval from above.

Digital tools actively use automatic translation, emoji, templates, and visual codes, which are not always universal. For example, in English-language correspondence, "no" is interpreted as a neutral gesture of agreement, but in Eastern European and Asian contexts, it can be perceived as a formal refusal to continue the dialogue. Google Translate often translates from Kazakh to Russian with distorted business terms (e.g., " еңбек шартын бұзу » → «to terminate an agreement», but in the context of personnel records management it is more correct to say «termination of an employment contract»).

Particularly dangerous is the opacity of symbolic meanings: avatars, stickers, email signatures, and the use of informal tones all become sources of frustration and misunderstanding in cross-cultural correspondence.

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The development of digital platforms has revealed a new type of cultural divide—one rooted in differences in digital literacy, interaction habits, and access to technology. In Kazakhstan's professional environment, this is particularly evident in the gap between: generation 50+ and young digital-native employees; employees of capital offices and workers in regions where the Internet is limited or a corporate system (1C, SAP, CRM) is not used; Russian-speaking users with experience working with global platforms and Kazakh-speaking specialists for whom the interface of many programs is not accessible in the state language.

Thus, digitalization increases not only productivity but also cultural fragmentation if not accompanied by digital inclusion policies.

Despite the risks, the digital environment can be a catalyst for enhancing intercultural understanding if properly localized and supported. Several companies in Kazakhstan have demonstrated effective solutions:

Samruk-Kazyna JSC has implemented a corporate portal with full dubbing of the interface and documents in Kazakh and Russian, and has also created a database of audio instructions for employees with low levels of digital literacy. Tengizchevroil LLP uses chatbots for internal communications, which include speech templates that take into account cultural nuances (polite forms of address, plurals in responses, etc.).

A peer-assisted system has been implemented at one of the capital's universities. Learning on digital platforms where people from different ethnic groups help each other master online tools, which promotes trust and cultural exchange.

To minimize cultural risks in the digital environment, the following set of strategies is proposed: Localization of interfaces and automated notifications in all working languages of the company; Regular audit of digital barriers (including UX analysis with a cultural component); Integration of visual neutrality (e.g. replacing emoji with standard icons, using infographic templates); Training in digital etiquette and cross-cultural online communication as part of onboarding [9]; Use of video formats in which non-verbal cues partially compensate for the lack of context (especially in interregional communication).

Thus, digitalization acts as a dual factor in intercultural communication: on the one hand, it provides tools for inclusion, but on the other, it produces new forms of cultural divides. Transforming the digital environment from a source of disintegration into a space for productive dialogue is only possible with a systemic, inclusive, and culturally sensitive digital policy.

Overcoming the Tower of Babel effect in the professional environment requires a shift from spontaneous reactions to cultural differences to a holistic, institutionalized system for managing intercultural interactions. In the context of the growing complexity of communication processes, digitalization, and international cooperation, especially in multi-ethnic countries like Kazakhstan, culture is becoming not an external context, but an internal dimension of organizational effectiveness.

Let's look at key strategies that enable organizations to build a sustainable model of intercultural communication—not as an isolated skill of individual employees, but as a component of organizational design.

Intercultural competence is today considered one of the critically important soft skills [1]. It includes: cognitive component (knowledge about other cultures), affective component (empathy, tolerance for uncertainty), behavioral component (flexibility in communication styles, conflict management).

Organizations in Kazakhstan (for example, in the energy, education, and transnational consulting sectors) have already begun to implement elements of intercultural training as part of onboarding and leadership development programs. However, issues related to the systematic nature and effectiveness of such activities remain unresolved [9-13].

Recommendations: introduction of an intercultural competence profile into the personnel assessment model (especially in projects with international participation); organizing immersion in a cross-cultural environment (rotation, shadowing, multicultural project teams); implementation of peer-feedback between representatives of different ethnic and linguistic groups.

Isolated initiatives are ineffective without institutionalization. Sustainability-focused companies are moving from one-time training sessions to institutionalizing cross-cultural sensitivity. This may include: appointment of persons responsible for cultural mediation (Cultural Advisor, Diversity Manager); creation of ethical codes that take into account cultural diversity; regular audit of cultural risks (especially in regions with

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high ethnic diversity); development of glossaries and adapted reference books on terms and business vocabulary in two or more languages.

Example: one of the telecommunications companies in Kazakhstan introduced the practice of intercultural certification of managers working in branches with a high level of ethnic diversity (for example, in the Almaty and South Kazakhstan regions).

Universal HR standards are increasingly being supplemented by local and culturally specific adaptations. In Kazakhstan, this means, for example, taking national and religious holidays into account in work schedules and communication regulations (Nauryz, Oraz). ait , Kurban ait); providing alternative forms of feedback (written, anonymous, visual) for employees from cultures that are not prone to open criticism; Implementation of bilingual document management and adaptation of corporate platform interfaces to the Kazakh language.

HR policies should take into account not only formal equality, but also the cultural validity of procedures: from performance assessment to motivation and career growth.

In a cross-cultural environment, a leader functions not simply as a manager, but as a moderator of cultural differences. Effective leaders: decode signals coming from different cultural systems; adapt the communication style to the addressee; create a safe environment for expressing identity; are an example of inclusive behavior.

A Kazakh example: the head of a department at an international oil company holds monthly "cultural dialogues," where employees of different nationalities share their traditions, views, and expectations of the work process. This builds trust and reduces barriers.

Digital tools can not only enhance but also mitigate cultural differences when used correctly. It is recommended that interfaces be designed with linguistic and visual preferences in mind (fonts, color codes, communication style); using chatbots in multiple languages to resolve HR issues (e.g., vacation, pay, training); creating unified platforms for multicultural teams that allow for flexibility in timing, presentation style, and task visualization.

Thus, an effective intercultural management strategy must rely on a combination of institutional mechanisms, a competency-based approach, flexible HR tools, and culturally sensitive leadership. Only then will cultural diversity cease to be a management problem and become a strategic asset for the organization.

### *Discussion*

The results confirm the need for a systematic approach to managing intercultural communication. Companies that ignore cultural differences face increased employee turnover, decreased team effectiveness, and reputational risks. Conversely, those that implement cross-cultural strategies demonstrate resilience, innovation, and high employee engagement. It is important to emphasize that digitalization is not the enemy of interculturalism, but rather its ally, if implemented correctly.

### *Conclusion*

The modern professional environment is inevitably becoming culturally multilayered—a result of globalization, digitalization, migration, and the transformation of employment models. Under these conditions, intercultural communication is no longer an optional skill but a cornerstone of organizational resilience, leadership effectiveness, and HR strategies.

As the analysis shows, the "Tower of Babel effect" is not a metaphorical threat, but a real phenomenon manifesting itself in semantic distortions, cognitive gaps, value conflicts, and digital misunderstandings. These disruptions lead to decreased interaction effectiveness, increased latent tensions, and distorted management signals. This is especially acute in countries with a pronounced multi-ethnic population, such as Kazakhstan.

The Kazakhstani experience analyzed in this article demonstrates that with institutional will, cultural sensitivity, and a strategic approach, it is possible to build a productive model of intercultural communication in which differences are not suppressed but integrated into a common organizational whole. Language asymmetries, differences in communication styles, and the digital divide can all be compensated for through

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the development of intercultural competence, the implementation of adapted digital solutions, the institutionalization of inclusive policies, and leadership focused on understanding rather than domination.

Thus, the path to overcoming the Tower of Babel effect lies not through standardization, but through the recognition, respect, and active management of cultural diversity. Only in this way can potential barriers be transformed into a source of innovation, creativity, and organizational maturity. In a rapidly growing world, it is the organization that learns to "speak different languages while maintaining meaning" that will gain a sustainable competitive advantage in the future.

To eliminate the Tower of Babel effect in the construction professional environment, it is necessary to implement programs to develop cross-cultural competence among engineers, managers, and workers; digital tools for visualizing and translating instructions (BIM, AR); adaptive models for managing multicultural teams; and the development of a unified regulatory and value base through project regulations. We present a program for the development of cross-cultural competence in the construction industry .

The program's goal is to develop sustainable skills in construction employees for interacting with representatives of different cultures on construction sites and in project offices.

Module name	Content
Introductory module	Introduction to Intercultural Communication (Online Course + Case Studies)
Module 1	Cultural models ( Hofstede , Hall, Trompenaars) and their application in construction practice
Module 2	Ethical norms, behavioral patterns, and body language in different cultures
Module 3	Teamwork and leadership in a multicultural environment
Module 4	Digital tools for translation, visualization, and visual instructions (BIM, AR, multilingual panels)
Final module	Project-based business game with modeling of typical situations

**Sales formats:** Online webinars and video instructions. Master classes with facilitators. Visual simulators on the construction site. Integration into the occupational safety and corporate training system.

**Target audience:** Site managers, foremen, HR managers, occupational safety specialists, engineers, foreign contractors.

**Expected results:** Reducing misunderstandings and conflicts. Improving decision-making speed. Improving industrial safety. Strengthening team spirit in multicultural teams.

To eliminate the Tower of Babel effect in the professional environment, it is necessary to implement programs to develop cross-cultural competence; digital communication solutions; adaptive leadership and diversity management models; and the creation of a unified language and values platform within the corporate environment.

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#### **КӘСІБИ ОРТАДАҒЫ МӘДЕНИЕТАРАЛЫҚ БАЙЛАНЫСТЫҢ ҚИЫНДЫҚТАРЫ МЕН БОЛАШАҒЫ: БАБЕЛ ЭФФЕКТ Мұнарасынан ҚАЛАЙ ҚАЛУҒА БОЛАДЫ**

Жаһандану, цифрландыру және көпмәдениетті ұжымдардың өсуі жағдайында мәдениетаралық коммуникация кәсіби ортаның тұрақты дамуы үшін шешуші мәнге ие болып отыр. Әртүрлі мәдениет өкілдерінің тиімді өзара әрекеттесуі 21 ғасырдағы ұйымдар табысының шешуші факторына айналуға. Дегенмен, мағыналарды түсіндірудегі, қарым-қатынас стиліндегі және басқару тәсілдеріндегі айырмашылықтар түсінбеушілік пен қақтығыстарға әкеліп, «Вавилон мұнарасының әсерін» тудыруы мүмкін. Бұл мақалада теориялық үлгілер мен қазақстандық тәжірибеге сүйене отырып, кәсіби ортадағы мәдениетаралық коммуникация мәселелеріне жүйелі талдау жасалған. Қазақстан посткеңестік көпмәдениетті трансформацияның бірегей үлгісі болып саналады. Авторлар мәдениетаралық қарым-қатынастағы типтік кедергілерді, сондай-ақ оларды жеңу жолдарын көрсететін табысты корпоративтік жағдайларды анықтайды. Ұсыныстар мәдениетаралық құзыреттілікті дамыту, медиация тәжірибесін институттандыру және корпоративтік мәдениетті полиэтникалық және цифрлық ортаға бейімдеу бойынша тұжырымдалған. Мақала әртүрлі мәдени орталарда жұмыс істейтін зерттеушілерге, HR мамандарына, менеджерлерге және кеңесшілерге арналған.

*Түйін сөздер:* мәдениетаралық коммуникация, Бабель мұнарасы эффектісі, кәсіби орта, Қазақстан, мультикультурализм, коммуникациялық кедергілер.

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## **Раздел 4. «Экономика. Общеобразовательные, социально-гуманитарные и фундаментальные дисциплины»**

### **ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ В ПРОФЕССИОНАЛЬНОЙ СРЕДЕ: КАК ИЗБЕЖАТЬ ЭФФЕКТА ВАВИЛОНСКОЙ БАШНИ**

В условиях глобализации, цифровизации и роста многокультурных коллективов межкультурная коммуникация становится критически важной для устойчивого развития профессиональной среды. Эффективное взаимодействие между представителями разных культур становится важнейшим фактором успеха организаций в XXI веке. Однако различия в интерпретации смыслов, стилях коммуникации и подходах к управлению могут приводить к недопониманию и конфликтам, создавая эффект «Вавилонской башни». В статье представлен системный анализ проблем межкультурной коммуникации в профессиональной среде с опорой на теоретические модели и казахстанскую практику. Казахстан рассматривается как уникальный пример постсоветской мультикультурной трансформации. Авторы выявляют типичные барьеры межкультурной коммуникации, а также приводят примеры успешных корпоративных кейсов, демонстрирующих способы их преодоления. Сформулированы рекомендации по развитию межкультурной компетентности, институционализации медиации и адаптации корпоративной культуры к многоэтнической и цифровой среде. Статья предназначена для исследователей, специалистов по управлению персоналом, менеджеров и консультантов, работающих в условиях многокультурного взаимодействия.

*Ключевые слова:* межкультурная коммуникация, эффект Вавилонской башни, профессиональная среда, Казахстан, мультикультурализм, коммуникативные барьеры.

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