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Digital Cultural Valorization
Digital Communication and Interculturality in Organizations

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Abstract

This study analyzes the relationship between digital communication and interculturality in multinational organizations, considering the impacts of the digital revolution and globalization. The work addresses fundamental concepts related to digital transformation, communication flows, and cultural challenges, highlighting the importance of digital communication as a strategic resource for integration and valuing diversity. It also discusses how linguistic and cultural barriers influence communication processes and the need for professional training in global environments. The research was developed based on bibliographic analysis and interpretation of theoretical content, offering an integrated view of technology, organizational culture, and communication practices.

Key words: Digital communication, interculturality, digital transformation

Introduction

Digital transformation and globalization have redefined communication in multinational organizations, demanding strategies that integrate technology and cultural diversity. The digital revolution has created a hybrid online-offline model, expanding interactions, while interculturality imposes challenges in managing cultural differences. In this context, digital communication emerges as a strategic tool to promote integration, strengthen corporate identity, and reduce linguistic and cultural barriers in globalized contexts.

Methodology

This study adopts a bibliographic approach to analyze the phenomena of digital communication and interculturality in multinational organizations. The research was based exclusively on secondary data obtained from scientific articles and books accessed through Google Books, ensuring the reliability and relevance of the sources. The selection criteria focused on works that address the relationship between digital transformation, interculturality, and organizational communication.

The methodological process consisted of a bibliographic review to identify theoretical contributions on the digital revolution, interculturality, and corporate communication strategies, followed by content analysis to categorize key concepts and identify convergences and gaps among the selected studies. This interpretative approach allowed the construction of a conceptual framework that supports the discussion of results and demonstrates how digital communication can foster cultural appreciation and intercultural integration within globalized organizational contexts..

Results

The digital revolution reflects the impact of information and communication technologies, creating a hybrid model that combines online and offline practices and making the digital environment essential for business and interaction (Pereira, 2025). In globalized contexts, interculturality emerges through interactions among diverse cultures, requiring understanding to reduce uncertainties and strengthen collaboration. Digital communication serves as a strategic tool to facilitate information exchange, promote intercultural integration, and reinforce corporate identity and values (Sebastião & Fernandes, 2015). The rapid technological evolution redefines organizational structures and demands dynamic communication flows vertical, horizontal, and diagonal to ensure cohesion and innovation (Salamzadeh, 2022). Academic training remains crucial to prepare professionals for intercultural encounters and overcome linguistic and cultural barriers in multinational organizations (Paula & Sampaio, 2018). Figure 1 illustrates the relationship between digital communication and corporate culture, while Table 1 summarizes the main themes and conclusions identified in the analysis.

Fig.1- Digital Communication and Corporate Culture (Source: Generated by Artificial Intelligence – ChatGPT)

Conclusion

Digital communication is essential for intercultural integration and for strengthening corporate identity, requiring strategies that combine technology, culture, and professional training to overcome barriers and foster innovation. Furthermore, its effective application helps reduce communication noise, increase cohesion among global teams, and enhance organizational competitiveness in increasingly dynamic markets. Investing in digital tools and continuous training programs is crucial to ensure that professionals are prepared to manage cultural diversity, promoting collaborative and inclusive environments. In this way, digital communication not only connects people but also serves as a strategic driver for cultural appreciation and organizational sustainability in a globalized context.

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Theme	Definition	Authors
Digital Communication	Strategic for intercultural integration and corporate identity	Sebastião & Fernandes (2015)
Digital Revolution	Hybrid online-offline model, new cultural challenges	Pereira (2025)
Digital Transformation	Dynamic communication flows for cohesion and innovation	Salamzadeh (2022)
Academic Training	Essential to prepare professionals for global contexts	Paula & Sampaio (2018)

Table 1. Results (Source: Author's own elaboration)

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