

Abstract

This research investigates the role of cultural intelligence (CQ) in driving success in international business. In an increasingly globalized market, cultural differences present both challenges and opportunities for businesses operating across borders. Cultural intelligence, the ability to adapt to and navigate cultural differences effectively, is increasingly recognized as a key determinant of international business success. This study aims to explore how cultural intelligence influences business interactions, decision-making, and overall performance in diverse international settings.

The study adopts a mixed-methods approach, combining quantitative surveys and qualitative interviews to assess the impact of CQ on international business outcomes. The quantitative component analyzes the correlation between cultural intelligence scores of business leaders and their companies' success in foreign markets, using performance indicators such as market penetration, negotiation outcomes, and cross-cultural team collaboration. The qualitative aspect includes in-depth interviews with international business managers to gain a deeper understanding of how cultural intelligence informs leadership practices, conflict resolution, and relationship-building across cultures.

By integrating both quantitative and qualitative data, this research offers a comprehensive analysis of how cultural intelligence contributes to international business success. The findings aim to provide practical recommendations for businesses seeking to enhance their global competitiveness, emphasizing the importance of developing cultural intelligence in leadership and management to navigate the complexities of international markets effectively.