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Intercultural Competence is Fundamental to Effective CSR Communication - Developing an Integrated Ethical Framework to Intersectionally Assess Moral Competence with Intercultural Competence in Vision

Highly diverse present-day societies have posed various new challenges for the workplace. This 'global' condition makes it once again inevitable to address issues and intersections of culture and ethics in the global business context. Today research focuses mostly on moral judgement in constrained experimental tasks and does little to investigate the moral decision-making processes that occur on a moment-to-moment basis, where perceptions interact with situations to promote shifting moral mindsets. In our perceptuo-cognitive experiment we document that greater intercultural sensitivity has to be developed intersectionally with moral competence to communicate effectively in the global workplace.

To assess such competences implicitly we designed the Bias in Business Assessment (BIBA). We expected that if intercultural sensitivity develops from ethnocentric to ethnorelative to intercultural phases this development should go hand in hand not only with different response styles but also with certain changes in perception. Such changes should then become visible with the help of eyetracking technology allowing us to measure fixation duration, cumulative fixations on areas of interest (AI), frequency of fixations, frequency and duration of saccades, direction of saccades, reaction time as well as scanpaths in images and gaze cascade effects in subjects. We developed the Moral Development towards the 'Cultural Other' Framework (MOCO) and intersectionally tested Ethical Decision Making informed by Intercultural Competence. We correlated response patterns provided by diverse subjects (n=34) holding a leadership position with their eye gaze protocols and prototyped them into three distinct response styles and gaze patterns and tied in the three levels of moral mindsets outlined in our Integrative Framework (MOCO). By combining eyetracking data (implicit) and questionnaire responses (explicit), we showed that certain moral mindsets significantly correlated with specifically culturalized response types. Hence it is claimed that greater moral competence has to be developed alongside intercultural sensitivity in order to realise the full potential of competence in global leaders.