

**CROSS-CULTURAL COMMUNICATION OF SELECTED BUSINESS
PROCESS OUTSOURCING AGENTS IN CAVITE**

Undergraduate Thesis
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
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of the requirements for the degree
Bachelor of Science in International Studies

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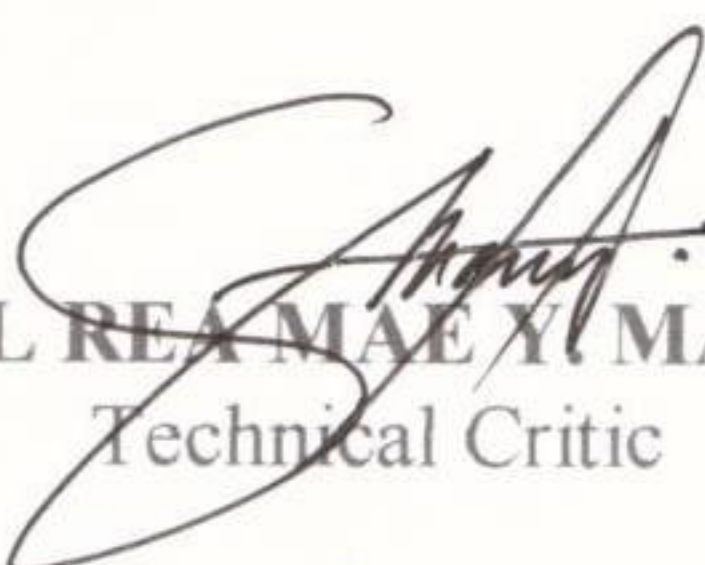
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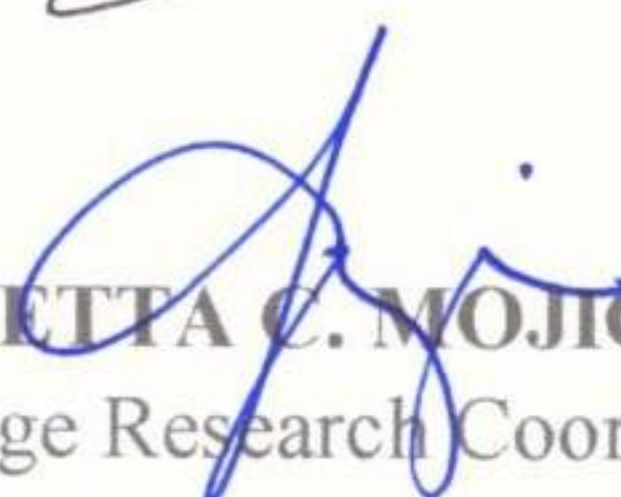
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ABSTRACT

CALLE, RACHELL P. and FLORES, CLARINDA ELOISA. Cross-Cultural Communication of Selected Business Process Outsourcing Agents in Cavite. Undergraduate Thesis. Bachelor of Science in International Studies major in European Studies. Cavite State University, Indang, Cavite, May 2018. Adviser: Prof. Nelia E. Feranil.

The study was conducted to determine the cross-cultural communication of selected Business Process Outsourcing agents in Cavite. Specifically, this study aimed to determine the demographic characteristics of selected BPO agents in Cavite, the level of cross-cultural communication competence, the misunderstandings in cross-cultural communication, cross-cultural communication barriers, and the significant relationship between demographic characteristics and the level of competence of the participants on cross-cultural communication.

The study was conducted at iQor Dasmariñas and Commcube BPO Services in Imus from January to February 2018. A total of 275 participants were included in this study using proportionate random sampling. The study used an adopted questionnaire to determine the level of cross-cultural communication competence, misunderstanding and barriers.

The participants' age ranged from 18 to 49 with a mean age of 25 years. Majority (82%) of the participants were college graduates. The participants' length of service ranged from 1 to 132 months with a mean score of 20 months.

Results show that the participants had "competent" level of cross-cultural communication competence. Verbal misunderstanding was the common misunderstanding during the interaction with foreign customers and consider personal values were the most common cross-cultural communication barriers. The study revealed that the age and length

of service of the participants were significantly related with the level of cross-cultural communication competence. However, educational attainment had no significant relationship with the level of cross-cultural communication competence.