

**Strategies of managing diversities in multicultural environment: problems of
Taiwanese managers in intercultural communication and management in Poland**

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The purposes of this study are constructed to explore the authentic intercultural encounters, cultural misunderstanding and problems lying in contemporary socio-cultural dimensions at workplaces, especially between Taiwanese managers and Polish employees. From this perspective, the possible solutions might be provided to leaders as well as managers so that they can effectively implant their policy in the companies, organizations or social groups. These main research dimensions of this study are as following: (a) to explore the contemporary dimensions on socio-cultural issues;(b) to understand cultural difference and patterns at workplaces in intercultural circumstances;(c) to understand the complexity in the current intercultural relationship between Taiwanese managers and Polish employees in Poland;(d) to discover the most suitable type, which includes motivational, communicational and educational structure, can be helpful to solve the inter-cultural problems for Taiwanese managers in Poland;(e) to raise the appropriate intercultural awareness for Taiwanese managers to manage the cultural diversities at workplaces in Poland;(f) to provide an appropriate model of intercultural leadership for Taiwanese managers in Poland and (g) to build up effective managing strategies for cultural diversity on the organizational level for Taiwanese managers in Poland. The present intercultural

study aims to understand the socio-cultural problems and misunderstanding embedded in communication and managements at workplaces between Taiwanese managers and Polish employees in Poland. Qualitative empirical study will be conducted with the application of intercultural open-ended questionnaires in order to obtain the authentic interaction and communication between Taiwanese managers and Polish employees at workplaces in Poland. Cultural-sociology is employed as a theoretical background goes through the entire intercultural study and analysis.