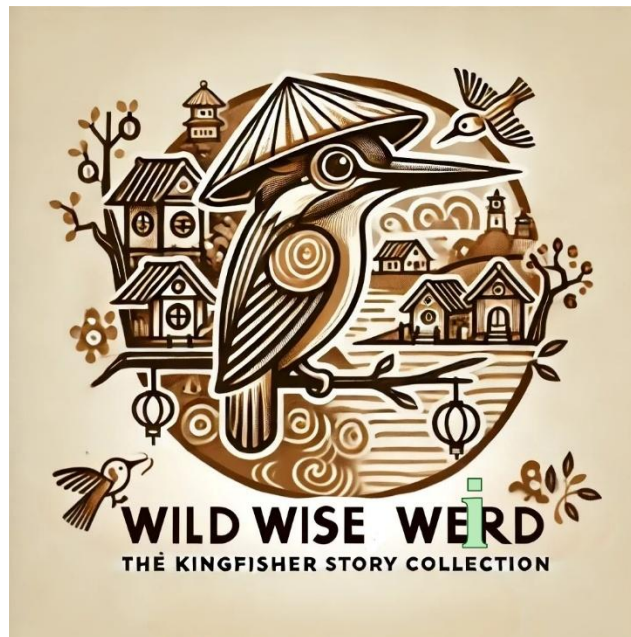


# Bridging Cultures in Business: What Drives Intercultural Competence in China's E-Commerce Students?

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“Kingfisher is one of deep knowledge and meticulous planning.

It is just the crack of dawn when he is seen perching atop a tree. With his impeccable ability to control the flight speed, such as when to slow down or when to speed up, he could calculate at ease the optimal way to catch fish.”

In “The Perfect Plan”; *Wild Wise Weird* [1]



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In today's global economy, cross-border e-commerce (CBEC) is transforming how businesses connect across cultures. For China's college students preparing to enter this dynamic field, intercultural competence is no longer optional—it is essential. A recent systematic literature review by Song and Sahid [2] examines what shapes this vital skill set, focusing on Chinese students navigating the global marketplace.

The review analyzed 48 empirical studies, including 14 centered on Chinese learners, to identify the core components of intercultural competence in the CBEC context. Six key factors emerged: intercultural engagement, business English proficiency, global mindset, cultural knowledge, adaptability, and entrepreneurial motivation. Together, these elements blend language skills, personal attitudes, cultural awareness, and real-world experiences into a framework for global success.

Among these, intercultural engagement—active participation in cross-cultural communication and learning—stood out as particularly crucial in China, where students often face restrictions in accessing international platforms. This limitation underscores the importance of experiential learning, social capital, and classroom models that simulate global interaction.

Moreover, the study highlights how a global mindset, adaptability, and a strong sense of entrepreneurial motivation can amplify the benefits of cultural awareness, particularly in fast-paced e-commerce environments where trust and communication are key.

For educators and policymakers, these findings offer a roadmap to designing more effective curricula. Emphasizing these six dimensions can help students build not only intercultural fluency but also the confidence and flexibility needed to thrive in international business.

As China's role in global trade grows, equipping its future professionals with robust intercultural skills is not just beneficial—it is strategic and sustainable [4].

## References

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