

DIVERSITY MANAGEMENT

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Abstract. *Globalization amplified the multicultural issue. The author support the idea of the intercultural dialogue based on what can join people together according to common goals, with no prejudice on their right to be different and to manifest in a different way by exploring their talent and creativity. The paper presents briefly a part of the research results obtained within the scientific research project “PARTENERIATE 92116”, research project that has been win by competition in 2008, the year that had been declared at the European Union as “The Year of Intercultural Dialogue”. The topic of the research project is “Equality of chance-as a prerequisite of sustainable development. An evaluation system to promote diversity within the organizations from Romania”. The author is the coordinator of the mentioned research project.*

Keywords: Globalization, multicultural management. Intercultural Dialogue, sustainable development, multicultural societies, cultural diferecnces, Intercultural knowledge competence.

1. Introduction

*“We want to go beyond multicultural societies, where cultures and cultural groups simply coexist side by side, where they live ‘parallel lives’. We need to become intercultural societies where plurality of cultures cooperates in dialogue and in shared responsibility. 2008 as the European Year of Intercultural Dialogue is an important part of the effort to move beyond tolerance and towards a genuine intercultural Europe.” (Ján Figel, Commissioner for Education, Training, Culture, and Youth, *Intercultural dialogue as a long-term priority for the EU, “Intercultural Dialogue as the Fundamental Value of the EU”, Ljubljana, 7 January 2008).**

The issues of diversity, diversity management, intercultural dialogue and intercultural competence play a key role in shaping and reshaping the future. Intercultural rhetoric uses cultural difference to build knowledge and support wise action. This paper examines examples of good practices used to design an intercultural dialogue, to manage diversity, and to build *intercultural knowledge competences* within two important higher education institutions in Romania.

Drawing from two case studies regarding learning economics in foreign languages versus engineering subjects the paper argues that *intercultural communication and dialogue* can play a key role. The paper stresses the need for *intercultural communication education* that concerns several academic disciplines

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