

ABSTRACT

The objectives of this study were to investigate and compare how American, Japanese and Thai employees differ in perceiving factors that affect intercultural communication success, face intercultural communication barriers and adapt to people from different cultures.

The subjects of this study were 402 American, Japanese and Thai employees who were working at international organizations in Thailand. The questionnaires in English, Japanese and Thai were distributed to American, Japanese and Thai employees who were working in 69 international organizations in Thailand. Moreover, personal interviews were conducted in order to support the findings of this study.

Frequency, percentage, mean, standard deviation and one-way Analysis of Variance (ANOVA) at the significance level of .05 ($p=0.05$) were calculated for data analysis.

The results of 402 questionnaires, which were divided between 134 Americans, 134 Japanese, and 134 Thais, found that Thai employees seem to be more successful than American and Japanese employees in terms of perceiving factors that affect intercultural communication success. American employees seem to face fewer problems in intercultural communication than Japanese and Thai employees. In addition, American employees seem to feel more comfortable in adapting themselves to people from different cultures than Japanese and Thai employees.

The findings of this research are very useful not only for American, Japanese, and Thai people but also for all people who are working in an environment of different cultures in order for them to learn and adapt themselves to one another in order to be able to work together effectively.

The findings reveal that a study of perceptions of foreigners working in Thailand towards communication behaviors of their Thai colleagues is very useful for further study.