

Analysing unmet needs

business communication competencies required in multinational companies

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Analysing unmet needs: business communication competencies required in multinational companies

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This research was conducted to update the content of the International Business Studies curriculum.

The dynamically developing business environment, including the shift towards hybrid work, deepened the widely reported misalignment between business communication instruction and industry requirements. Thus, we resolved to discover what this misalignment entails and will present the employers' unmet needs concerning recent graduates' communication skills.