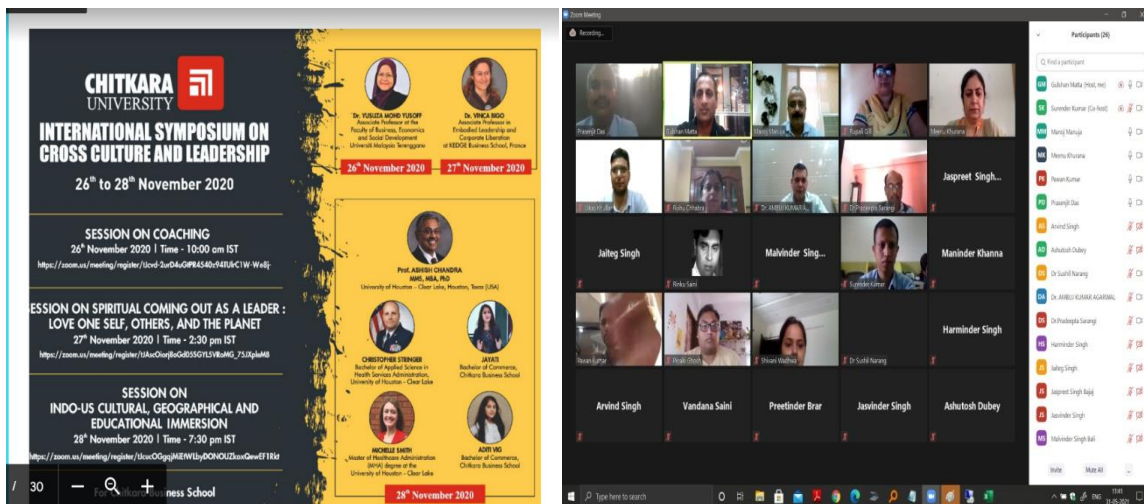


# International Symposium on Cross Culture and Leadership

( 26<sup>th</sup> – 28<sup>th</sup> November,2020 )

An International Symposium on Cross Culture and Leadership was organized by CBS from 26<sup>th</sup> November 2020 to 28<sup>th</sup> November 2020 and it was attended by 120 participants. The increasing internationalization and globalization of communication, business and industry is leading to a wide cultural diversification of individuals and groups of users who access information, services and products. If interactive systems are to be usable, useful, and appealing to such a wide range of users, culture becomes an important issue. Therefore, practitioners and designers face the challenges of designing across different cultures, and need to elaborate and adopt design approaches which take into account cultural models, factors, expectations and preferences, and allow to develop cross-cultural user experiences accommodating global users. The resource persons of the event were Dr. Yulsiza Mohd Yusoff ; Dr. Vinca Bigo ; Prof. Ashish Chandra; Mr. Christopher Stringer



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