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Panel 4.5: Enhancing Cooperation

Balanced Notion of Efficiency and Effectiveness as a Way Forward East-West Intercultural Engagement

East-West Intercultural Engagement (hereafter EWIE) and Glocalization (globalization and local specificity) are in a mutually reinforcing relationship: The former facilitates vigorous formation of the latter whereas the latter functions as a context where the former is reactivated. This relationship is reinforced when EWIE manifests itself as a communication process which should be efficient and effective. In my presentation, efficiency and effectiveness are used as EWIE management tools. When they are balanced in people's performance of EWIE, it's argued that EWIE is reinforced. This paper aims to highlight the methodological way how the two EWIE management tools should be practically undertaken. Implementation as such is significant because it is done under the context of the 21st century consilience era where Internet of Things (IoT), Artificial Intelligence (AI), Virtual Reality (VR), and cloud computing thrive. It will be illuminated, too. For survival of organizations and individuals, efficiency and effectiveness must be ensured simultaneously. Efficiency is about the input-output ratio, whereas effectiveness signifies the extent to which individual and organizational needs are met. Two criteria as such determine level of each EWIE's vitality. In sum, this paper describes theoretical significance of EWIE, and then explores the practical way how performance of EWIE ensures balanced way of approaching efficiency and effectiveness. Further ways forward are also suggested.