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**Cross-Cultural Interfaces or Fueling Traditional Typologies with New Dynamics**

Almost 40+ year dominance of Hofstede’s typology in cross-cultural research contributed much to saying farewell to the American-centric business culture illusively considered unique till the middle of the XX century (Hall 1990). At the same time, the Hofstedian-based theories by Trompenaars and other specialists (Meyer 2014) managed to change the practical perception of culture to business community as “the dish on the side” (Trompenaars & Hampden-Turner 1998, 16). However, these fundamental studies hardly provide an objective picture of cross-cultural interaction in business today. The increased pace of globalization and subsequent cross-cultural penetration poses new questions about the application of Hofstede-Minkov typology not only at the individual level (actually, the authors warned about this initially), but also at the level of the macro-groups not classified within the existing paradigm based on a rather rigid divergence of values of business communities (for example, business cultures of Hong Kong, Singapore, or South Africa are more about crossvergence). Moreover, a number of modern studies reasonably question the very importance of research in the field of cross-cultural leadership (Arnulf & Larsen 2020), a cornerstone in many existing theories. All this demonstrates the need for modern cross-cultural research to go beyond the boundaries of the Hofstede paradigm in search of new answers to practical demands from international business. In this regard, the author proposes to consider the concept of cross-cultural interfaces that explores the dynamic characteristics of the relevant business community and can contribute much to the exploration of the issues not explicable by traditional approaches.