

Role of Artificial Intelligence in Enhancing Virtual Leadership and Cross - Cultural Communication in Global Teams

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Abstract: In an increasingly globalized and remote-oriented world of work, virtual leadership and cross-cultural communication have become central to effective team performance. Artificial Intelligence (AI) presents powerful opportunities to support leaders and teams in overcoming cultural differences, improving communication, and fostering inclusion, productivity, and trust. However, AI also brings challenges related to bias, transparency, and maintaining human elements of leadership. This paper reviews existing literature, outlines theoretical frameworks, examines applications and tools, discusses challenges, and presents recommendations for research and practice.

Keywords: AI, Virtual Leadership, Cross-Cultural Communication

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