**ABSTRACT**

**Objective:** Our paper examines the X-Culture challenges and experience through the eyes of professors and students alike and draws attention to the significance of such projects in international business practices in addition to examining the key influencing factors of interculturalism and ICT technologies.

**Methodology:** The students were asked to share their experience with us in a report or at an interview. Most participants considered the program to be very useful. They made the greatest progress in understanding and communicating with others and also appreciated working and collaborating with the others from different working cultures. The research was carried out in the countries of Eastern Europe to present our experience.

**Findings:** One of the consequences of globalization is that the various forms of contact are becoming independent of place. Adaptation to the new dimensions can be eased if the students can take part in international cooperation. A lot of students have improved their chances of landing an attractive job on the labor market and extended their social and professional networks by participating in X-Culture International Student Collaboration Project. Challenges were posed mainly by differences in time, but also cultural differences and language barriers were frequent.

**Value Added:** The students of our universities have taken part in the X-Culture program. In addition to studying the course material and gaining special skills in writing business plans, challenges can be experienced, and best practices learned.

**Recommendations:** It is extremely important in shaping the business environment of future workplaces so that is why such programs should be included in the curricula of business schools and management development programs.