

LCBB60001 INTERNATIONAL BUSINESS COMMUNICATIONS- ASSIGNMENT 2- GROUP WORK

**UNIVERSITY OF WALES TRINITY SAINT DAVIS
LECTURER: HUSAM HELMI**

CHINA & UK



THE TEAM

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- Team Members Focus /Project outline
 - Marin Hanu -Introduction / Recommendation/ Conclusion
 - Nicolae Anton – Hofstede cultural dimension: UK and China
 - Marian Beaca – Cultural sensitivity in China/ The difference from the UK
 - Silviu Galusca – Introduce the Chinese culture
 - Geanina Aurora Chelaru - Success and failure factors of joint venture

Main content / Agenda of the presentation

- Introduction
- Introduce the Chinese culture
- Success and failure factors of joint venture
- Cultural sensitivity in China/ The difference from the UK
- Hofstede cultural dimension: UK and China
- Recommendation
- Conclusion
- Reference list

Introduction to the context

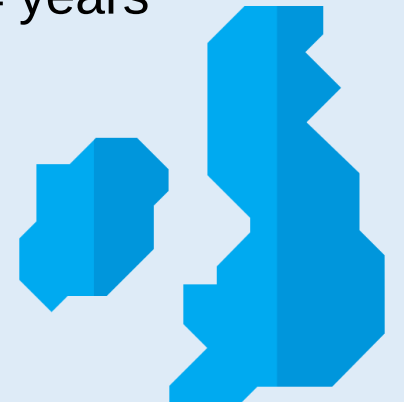
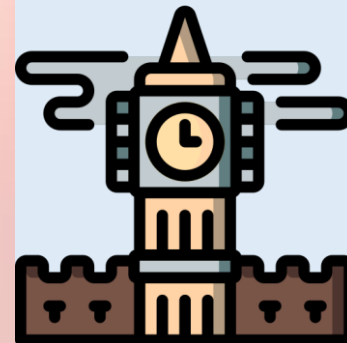
- International Business Communication – Definition
- Communication
- Presentation Focus
- Guanxi

Introduce the Chinese culture

- Business professionals in China use WeChat for organisational communication
- Mandarin is the most used language in China
- Most of the China population falls in the age group of 16 to 59 years



- Business professionals in the UK use e-mails for organisational communication
- English is the 1st language in the United Kingdom
- Most of the UK population falls in the age group of 50 to 54 years

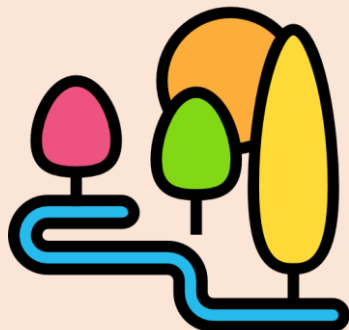
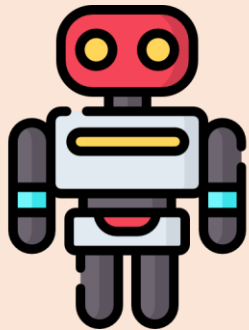


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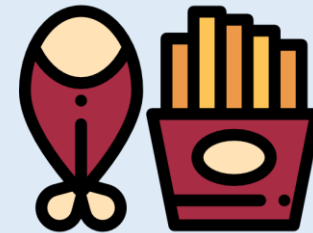
CHINA

- Famous things: The Great Wall of China, The Yellow River, Robots
- Joined WTO in 2001



UK

- Famous things: The Big Ben, Tea, Queen
- Joined WTO in 1995



Success and failure factors of joint ventures

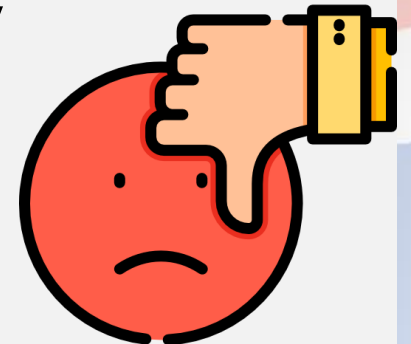
Benefits

- Increased productivity
- Access to greater capital
- Access to more resources
- Shared risk



Risks

- Lack of autonomy
- Lack of control
- Lack of dispute management
- Strategic inflexibility



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Benefits

- Shared expertise
- Access to new market



Risks

- Cross-cultural communication barrier
- Negotiation



Cultural sensitivity in China / The differences from the UK



- Society falls into the group of restraints
- The citizens are of a collectivist group

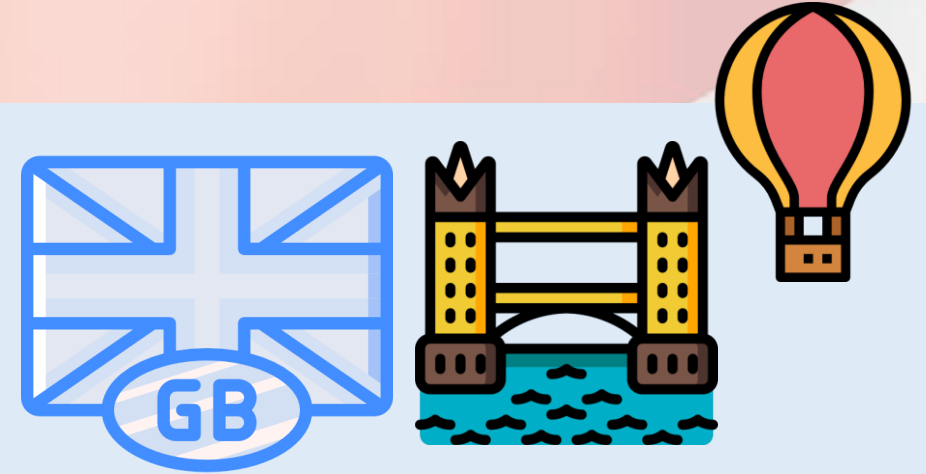


- Society falls into the group of indulgence
- The citizens are of an individualistic group

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- Chinese people avoid saying 'no' directly
- Sons are valued more than daughters
- Family and elders are highly respected
- Education is important
- 'Face' is everything



- The society is multi-ethnic and multifaith
- Have a high ethnically mixed connection
- Likes to be happy and positive
- The nation is permissive
- Polite

Hofstede cultural Dimensions: UK and China

- Hofstede's cultural dimension theory was developed by Geert Hofstede
- This theory helps in measuring different dimensions of a country's culture
- There are total 6 dimensions of culture presented in this theory
 - Power distance index
 - Masculinity vs. femininity
 - Uncertainty avoidance index
 - Long-term orientation vs. short-term orientation
 - Individualism vs. collectivism
 - Indulgence vs. restraint



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China

- 80% in power distance index
- 20% in individualism
- 30% in uncertainty avoidance index
- 87% long-term orientation
- 24% indulgence
- 66% in masculinity



UK

- 35% in power distance index
- 89% in individualism
- 66% in masculinity
- 35% in uncertainty avoidance index
- 69% indulgence
- 51% long-term orientation

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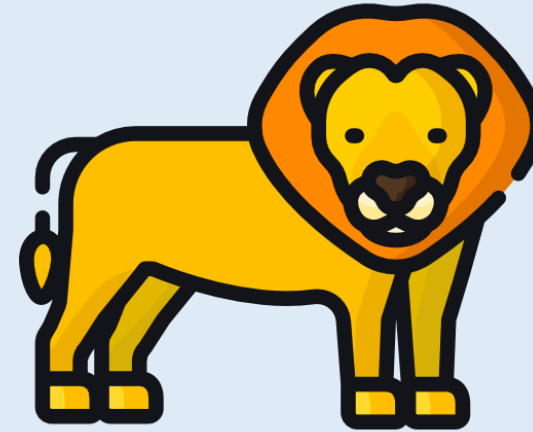
China



- Collectivist
- Masculine
- Restrained



UK



- Indulgent
- Masculine
- Individualist



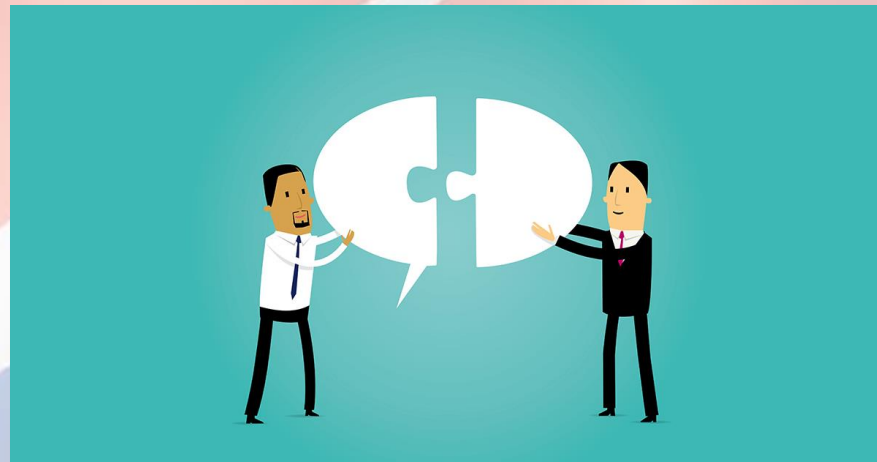
Recommendations

- Providing training to the employees of the joint venture regarding culture and language
- It will help in increasing the knowledge of the employees regarding various culture
- This will help in increasing cultural tolerance in the workplace
- It will also increase the productivity level of the employees
- Teaching English to the Chinese employees will increase communication between both the parties



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- Implementation of 'effective communication mechanism' strategy in the joint venture
- This will assist both the firms in increasing their communication with each other
- It will also help in reducing miscommunication and the spread of misinformation
- This will motivate the joint venture in maintaining the vision and mission
- It will help in reducing the impact of cultural differences in the joint venture



Conclusion

To conclude, the joint venture between the companies of the UK and China might face communication problems due to the difference in culture and language. This can lead to disputes or miscommunication in the joint venture. The usage of joint ventures can be both beneficial as well as harmful. A joint venture provides a company with access to resources, capital, and expertise. This helps in increasing the production capacity of a company and increases the sales rate. It can also result in a decrease in competitive advantage and dispute management. Lack of strategic flexibility and dispute management can hinder the growth of the business and decrease the brand value. Providing training to the employees regarding language and culture will be helpful for both the firm in overcoming cultural and language differences.

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Thank you

Any question?