

The background of the slide features a faint, light-colored world map. In the lower portion, there are several dark silhouettes of business professionals. On the left, three people are standing and talking. In the center, two people are shaking hands. On the right, a person is walking while carrying a briefcase. The overall theme is international business communication.

International Business Communications

Module: LCBB6001

Lecture: Alfred Mensah

Student Name: Daniela Georgieva

Student ID: 1915925

Table of Contents

• Introduction.....	3
• Background of the Company.....	4
• Cultural differences and their impact on business in the international context?.....	5
• Application of Intercultural Communication Theories.....	6
• Cultural similarities and variations between the UK and Germany.....	8
• Recommendations.....	10
• Conclusion.....	12
• References.....	13

Introduction



- International communication is based on the global trading aspect that connects the world through international trading. International trading is important to support the political body of the country (Canestrino et al., 2020).
- The ultimate aim of international trading is to recognise the significance of the cultural essence of different countries.
- This presentation will highlight the context of The Ultimate Travel Company which wants to enlarge its business sphere towards Germany.

Background of the Company



(theultimatetravelcompany, 2024).

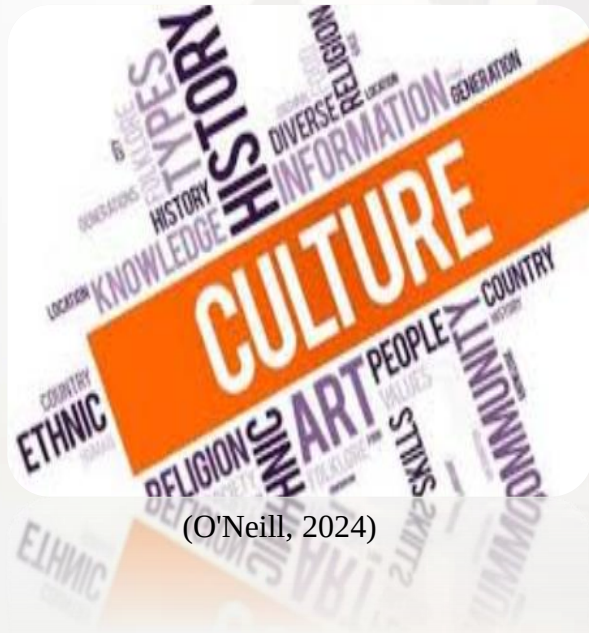
- The Ultimate Travel company is situated in the UK and is famous for offering luxurious and adventurous travel experiences towards people.
- Recently, the company aims to open a branch in Germany to expand its business sphere (Hampden-Turner *et al.*, 2020).
- The company appreciates its employees for fostering a flexible working environment.



(Towers-Clark, 2022)

Cultural differences and their impact on business in the international context?

- Cultural differences are considered variations of cultures based on different countries. This includes languages, religion, etiquette and many others



(O'Neill, 2024)



(Towers-Clark, 2022)

- Cultural differences can impact how individual businesses can evaluate risks and make decisions.
- Additionally, customer segmentation will be problematic when the business enters into a diverse market (Shenkar et al., 2020).

Application of Intercultural Communication Theories



(O'Neill, 2024)



(Towers-Clark, 2022)

- ***Hofstede's cultural dimension theory***

Hofstede's cultural dimension theory is a type of framework that is implemented to understand as well as evaluate the cultural differences between various countries. Six stages are involved in this theoretical aspect (Hill, 2022).

- ***Intercultural business theory***

This theory relies on communication among people from various cultures in the context of business settings. The theory aims to enhance as well as improve communication, mutual understanding and cultural sensitivity (Wanasika et al., 2023).

Cultural similarities and variations between the UK and Germany



(theultimatetravelcompany, 2024).



(O'Neill, 2024)

Cultural similarities as well as differences are important when it comes to expanding business globally to gain competitive advantages (Szkudlarek et al., 2020). Cultural similarities between countries allow a company to expand its business to another country without experiencing any cultural problems. Conversely, cultural differences hinder business growth after entering another market in the context of a global presence.

Recommendations

- Effective communication is a powerful force that may help the company to maintain effectiveness towards their business.
- Stakeholders might be customers or employees as well, but without maintaining transparency in the mission and vision of the company, the firm may not be able to enhance its profitability.



(Towers-Clark, 2022)



(O'Neill, 2024)

- Employee training is another potential strategic process that might support and help employees from different backgrounds after executing global business.

Conclusion

This presentation highlighted the impact of cultural differences on business in the context of an international environment. Cultural differences are considered challenges that bring down businesses from different perspectives. An effective strategy for entering the German market requires careful planning and adaptation to local cultural and economic conditions. By understanding the specific needs and preferences of German consumers, adapting services and building strong local ties, Ultimate Travel can successfully integrate and grow in this market.



References:

- Bargiela-Chiappini, F. ed., (2020). Languages of Business: An International Perspective. Edinburgh University Press.
- Canestrino, R., Ćwiklicki, M., Magliocca, P. and Pawełek, B., (2020). Understanding social entrepreneurship: A cultural perspective in business research. *Journal of Business Research*, 110, pp.132-143.
- Gillespie, K. and Swan, K.S., (2021). Global marketing. Routledge.
- Hampden-Turner, C., Trompenaars, F. and Hampden-Turner, C., (2020). Riding the waves of culture: Understanding diversity in global business. Hachette UK.
- Hill, C.W., (2022). Global business today. McGraw-Hill.
- O'Neill, A., (2024). United Kingdom - ethnicity. [Online] Available at: <https://www.statista.com/statistics/270386/ethnicity-in-the-united-kingdom/> [Accessed 9 July 2024].
- Shenkar, O., Tallman, S.B., Wang, H. and Wu, J., (2020). National culture and international business: A path forward. *Journal of International Business Studies*, pp.1-18.
- Szkudlarek, B., Osland, J.S., Nardon, L. and Zander, L., (2020). Communication and culture in international business—Moving the field forward. *Journal of World Business*, 55(6), p.101126.
- The ultimate travel company, (2024). The ultimate travel company. [Online] Available at: <https://www.theultimatetravelcompany.co.uk/> [Accessed 8 July 2024].
- Towers-Clark, C., (2022). Empowerment Within Different Cultures. [Online] Available at: <https://www.forbes.com/sites/charlestowersclark/2022/07/27/empowerment-within-differentcultures/> [Accessed 9 July 2024].
- Wanasika, I., Bakker, D., Wehner, R., Ahmed, G., Bakhadirov, M., Rong, L., Tsuzuki, Y., Dubickis, M., Treacy, S., Al Kharusi, S. and Silva, M.G., (2023). Cultural differences and entrepreneurial needs. In *International Business with New Challenges and Entrepreneurial Opportunities* (pp. 115-121). Würzburg International Business Press.