

IBC gruop10

by Zili Xu

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INTERNATIONAL BUSINESS COMMUNICATION



Jewelry companies entered the Asian market

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- I903732 QinTian
- I903330 Xu ZiLi
- I904658 Ma YeQIN



How to develop relationship building skills with global partners

Different culture

Communication

Uncertainty avoidance

CULTURAL DIFFERENCES

- **Definition:** Cultural differences refer to different social groups, such as race, nationality, religious group and so on, which have different languages, literature, values, behavior, thinking and so on.
- use China as an example
- take the right attitude to face cultural differences
- respect and understand the local culture



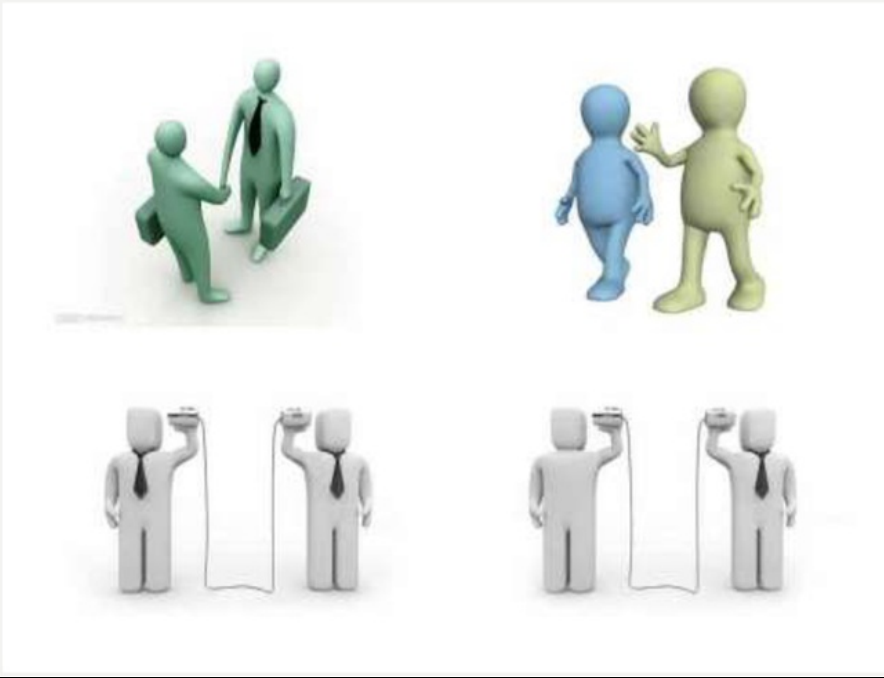
SOME CONSIDERATIONS

- when preparing presents or designing product.
- white → □ purity → □ European countries.
- White → □ stands for sadness and poverty → □ china.
- Black → □ regarded as unlucky, a disaster and darkness → □ china
- Red → □ joyous and love → □ china



EFFECTIVE COMMUNICATION

- **Definition:** Communication is the process of information interchange. Give each other the information you know. Through the communication. This is the process of information flow propagation.
- the most important thing between partners is communication.



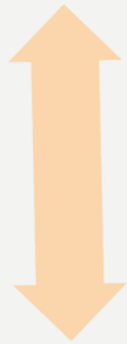
COMMUNICATION CAN BE DIVIDED INTO THREE LEVELS IN THE ORGANIZATION

- For example, in China, people are very good at discovering, dealing with and discussing problems through communication.



employees

establish a channel with Chinese partners

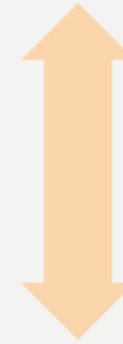


(ideas, discussions and strategies for selling products)

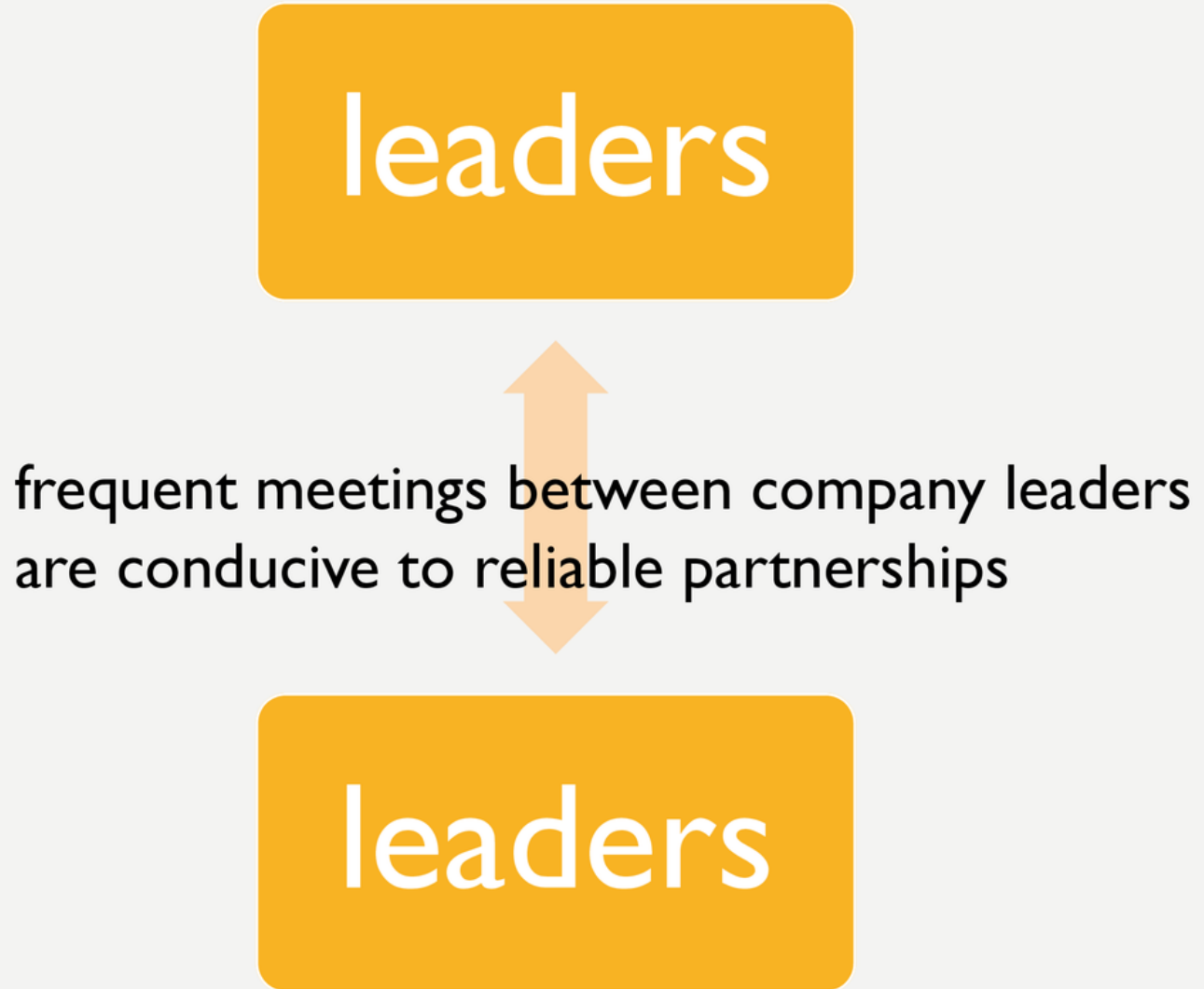
employees

there can be regular video conferencing between managers.
Understanding the situation of the marketing is conducive to making the right decision.

managers



managers



leaders

frequent meetings between company leaders
are conducive to reliable partnerships

leaders

UNCERTAINTY AVOIDANCE THEORY

- **Definition:** The ¹ avoidance of uncertainty refers to "the degree of threat a society feels to uncertainty and ambiguity, trying to ensure occupational safety, making more formal rules, and rejecting deviant views and behaviors."



METHOD

- So when our company is negotiating with them, in order to get a better result, our company needs to slow down the progress, especially in the early stages of the negotiation,
- More time, energy and patience.
- This can help minimize the loss of trust and the increase in anxiety.
- we should respect the way of local companies handle things.



source?



**The importance
of applying
appropriate
approaches with
global partners**

THE IMPORTANCE OF GIFTS

First, a suitable gift is very important before talking to representatives of multinational companies. A suitable gift can close the relationship with the partner and make the talks have a pleasant start. Even in some cases, it can promote the cooperation between the two parties.

source?



STORY

- As a jewelry company, company representatives can choose some of the company's new jewelry as a gift.  1



EFFECTIVE COMMUNICATION



- 12 • Effective international business communication helps to enhance international exchanges and cooperation between companies and enhance their international competitiveness.

source?

STORY

- In the process of cooperation between the two organizations, effective and timely communication can solve many important problems.
- How to resolve the differences between the two companies?

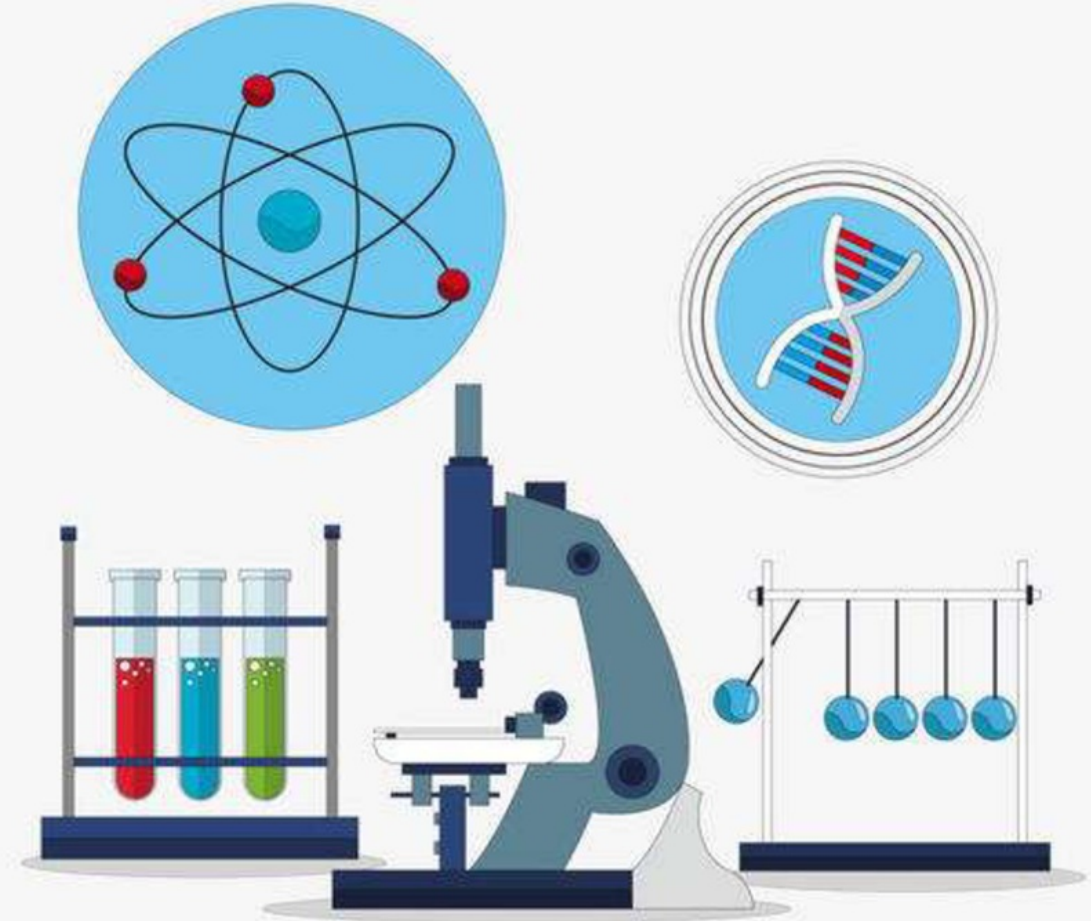
The benefits of developing relationships with global partn



Technology
&
equipment

productivity

profit



source?



Original sales
channels

International
& internal
markets

Earn foreign
exchange
through export



source?



Materials
purchasing

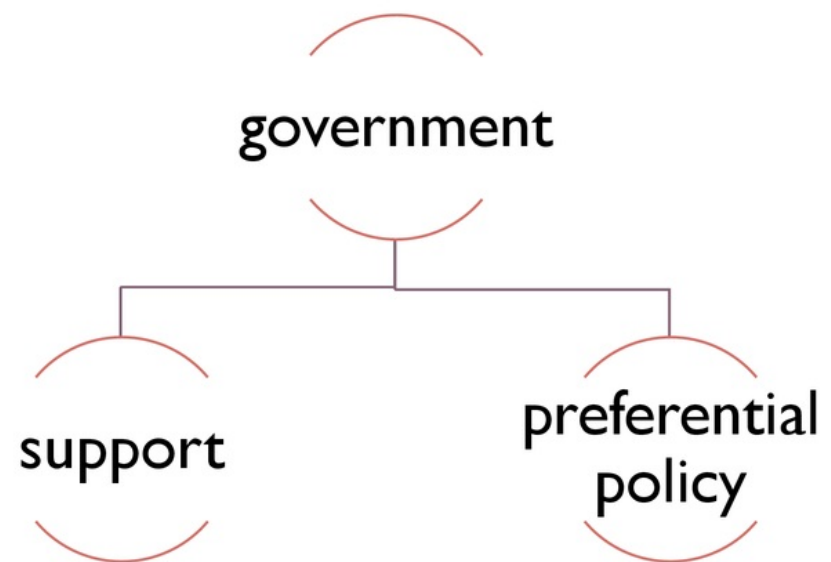
politic

economic

capital

society

source?

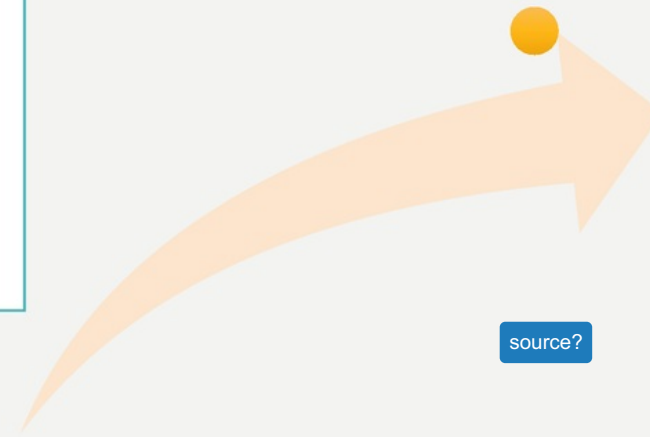


Consider the impact of a failure to develop relationships with global partners

- 》 it is not conducive to the friendly communication and development between cooperation
- 》 the loss of customers
- 》 the reduction of brand stores, resulting in a decline in profits, is not conducive to the development of the enterprise economy
- 》 The brand word-of-mouth and the image have negative news

source?

Consider
any reasons
for possible
failure !



5
Hofstede's Model Of
Cultural Dimensions

source?

- 1)Power distance,
- 2)Uncertainty Avoidance,
- 3)Masculinity and femininity
- 4)Individualism and collectivism
- 5)long-term orientation and short-term orientation.

- Power distance refers to "the extent to which a society can accept the unequal distribution of power in an organization." (Paul,M.2018)

incorrect citation
method

inverted commas

- The avoidance of uncertainty refers to "the degree of threat a society feels to uncertainty and ambiguity, trying to ensure occupational safety, making more formal rules, and rejecting deviant views and behaviors." (Wiley, Chichester,2000)

incorrect citation
method

inverted commas

HOFSTEDE'S MODEL OF CULTURAL DIMENSIONS

Example :

source?

2



REFERENCE

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Marks breakdown and feedback for both elements of the assignment are included in the supporting paper submission link.

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

QM

source?

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PAGE 13

PAGE 14

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PAGE 15



Comment 1

OK. Is this culturally appropriate?

PAGE 16

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PAGE 17

PAGE 18

PAGE 19

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PAGE 20

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incorrect citation method

Incorrect citation method. author surname and year of publication only.

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Comment 2

Conclusion?



Comment 3

Incorrect methods applied in the creation of the reference list. An example of how it should be presented is included in the supporting handout feedback summary box