

International Business Communications



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Introduction



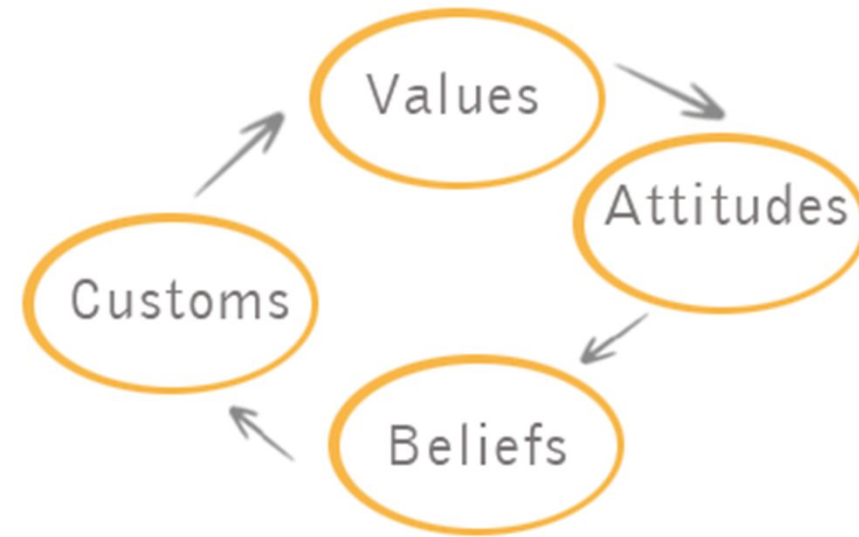
- This discussion will include the definition of culture and its importance in negotiation.
- Focus is on the process of negotiation of a UK-based organisation which is going to deal with a Chinese company Haier.

Definition of culture



- Culture is usually defined as traditions, values, beliefs, and customs.
- Culture is considered as one of the broadest concepts (Sánchez-Amaro *et al.* 2023).

Cultural elements



Values and beliefs

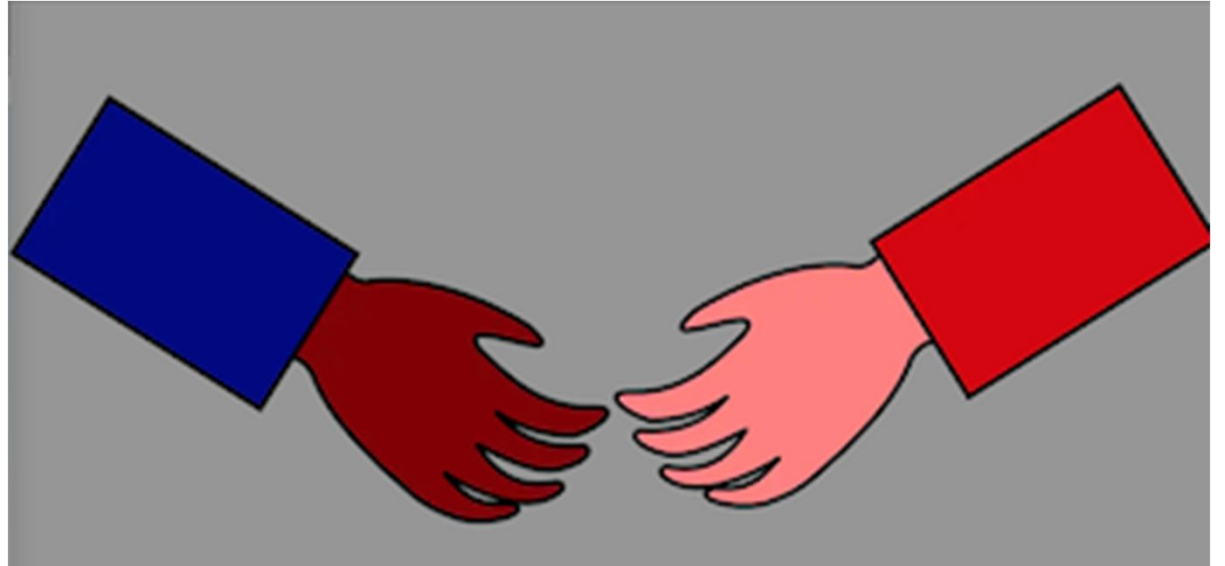
- Values can be defined as standards within a culture which focuses on justifying good things in culture.
- Beliefs can be defined as convictions or tenets that individuals hold to be true.

Language



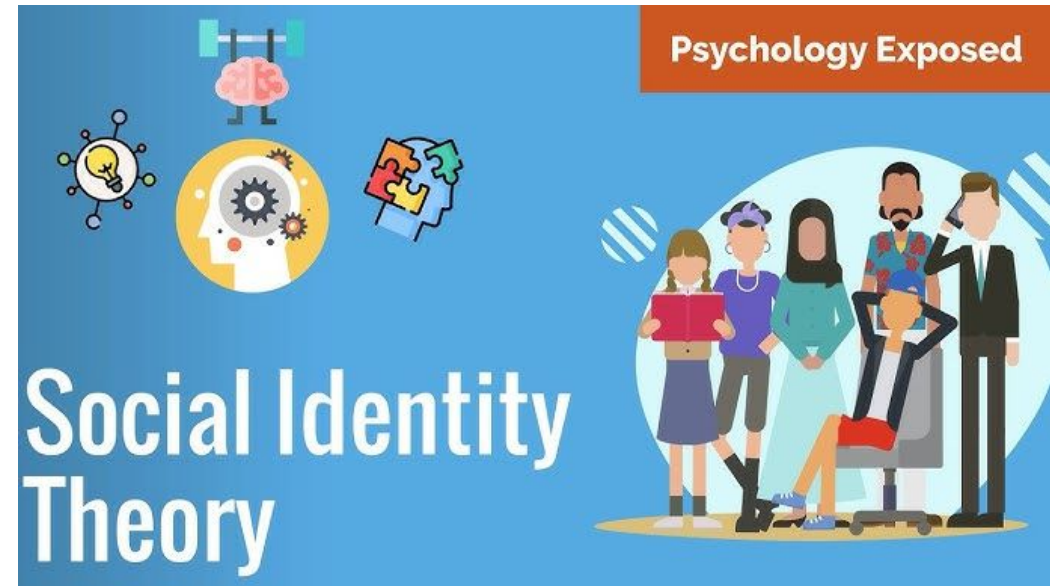
- Language is important for people to receive and share information.
- Language can be defined as a medium through which people communicate.

Norms



- It includes simple manners such as respecting, greeting others, and so on.
- Having norms in a culture is vital as it develops social orders.

Theory about impact of culture

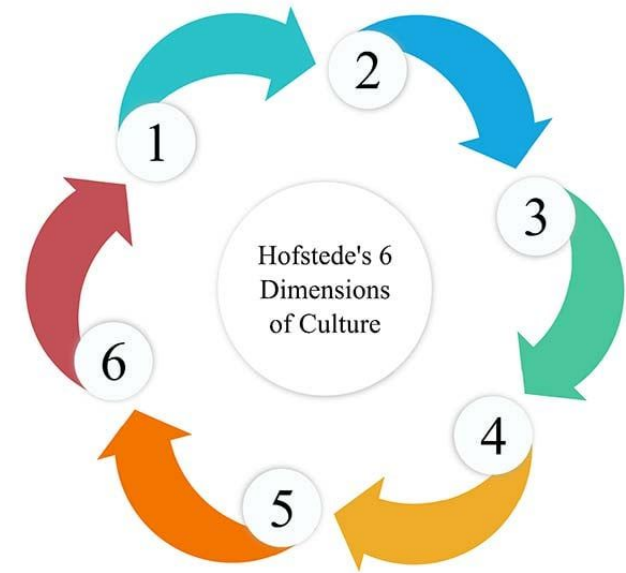


Social identity theory

- The theory states that self-concept of individuals is made of social and personal identities.
- This theory can be very useful for understanding the cultural aspects of others.

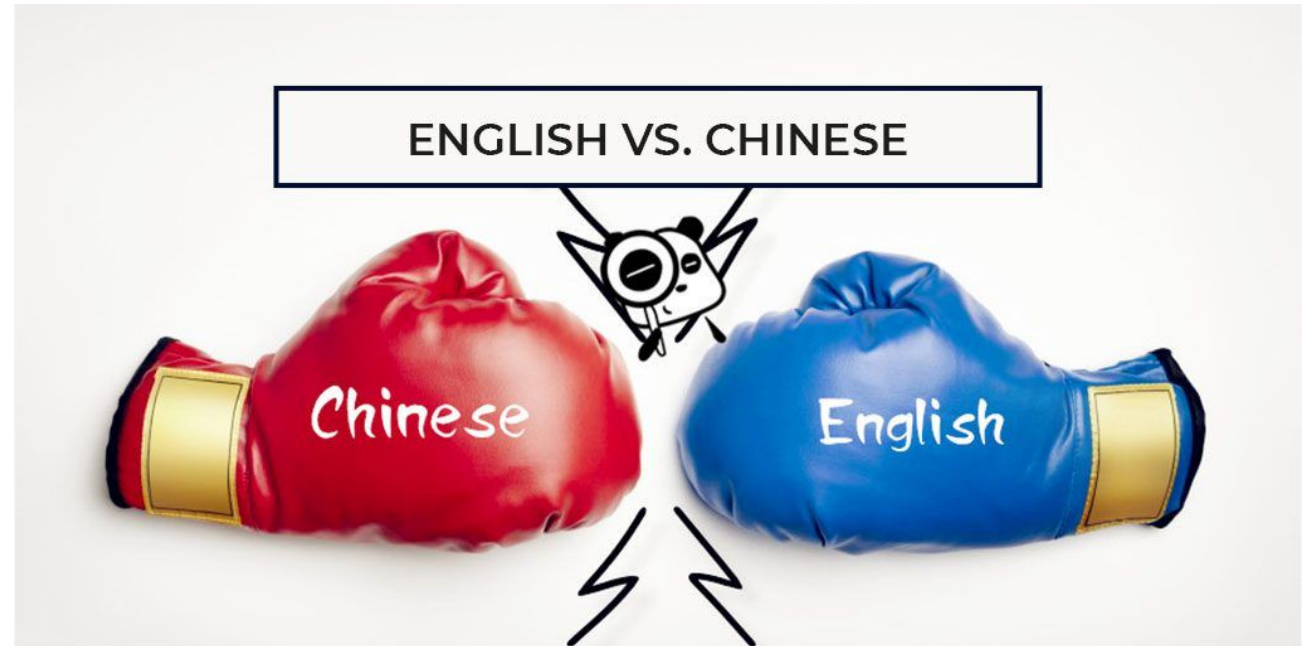
Hofstede cultural theory

	Power Distance Index
	Individualism Vs Collectivism
	Masculinity Vs Femininity
	Uncertainty Avoidance Index
	Long Term Vs Short Term Normative Orientation
	Indulgence Vs Restraint



- Hofstede cultural theory can be defined as a framework.
- Each of the key elements of this theory describes different aspects of culture.

**Chinese cultural
elements to overcome**



Language

- More than 70% of Chinese people speak in Mandarin.
- Around 91.1% of the UK population communicate in English.

Communication style



- People in China are more likely to focus on indirect communication wherein they rely on non-verbal cues and context.
- fostering open communication is one of the most common things in the communication style of Britishers (British Panda, 2023).

Business culture



- Respect and formality are crucial for seniors in China.
- People in the UK are more likely to be formal and direct (British Panda, 2023).

Negotiation Strategies for a successful deal



Language training

- Language training helps in understanding new cultures.
- The company can provide language training to overcome the language barrier.

Session for Chinese culture awareness



- Offering training sessions can help the company to increase Chinese cultural knowledge among employees.
- This can help employees to build relationships with Chinese people.

Communication training



- Style of communication of both countries are different.
- The company needs to provide training on the communication style of Chinese people.

Conclusion



- This discussion has found that there are several types of key elements of culture.
- Three major barriers have been found that can create challenges for the UK's company.

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THANK YOU!