University of Wales Trinity Saint David/BA Business Management

Module –**International Business Communications**-Assessment 2
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The UK and China joint business

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Introduction

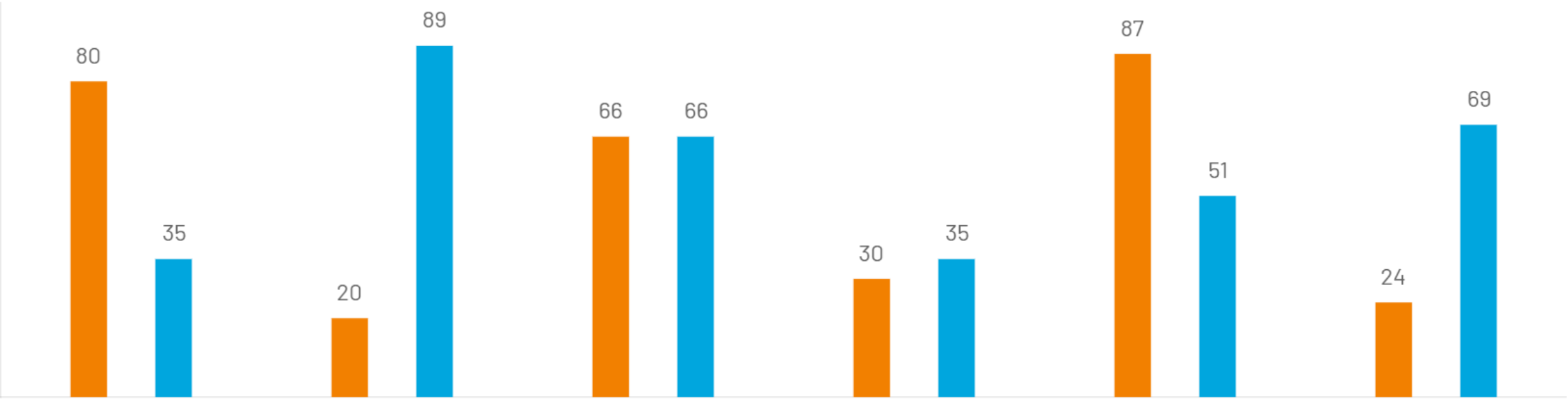
A British medical company/Babylon Health, is looking into partnering with a company in China. A variety of cultural challenges are expected to come across by the British company in China. Utilizing the theoretical framework of national cultures to analyse the problems, similarities and differences between China and the UK.

Cultural Challenges Likely to be Experienced

- Communication Styles
- Hierarchy and Respect
- Relationship Building
- Decision-Making Process
- Business Etiquette

Hofstede cultural Dimensions: UK and China

- When adopting a company strategy in another culture, comparing results from one culture to another might be useful.
- To successfully develop a joint venture between the UK and China, it is important to understand the cultural barriers and differences between China and the UK.



Cultural sensitivity between the UK and China

	CHINA	UK	
• Hierarchical structure	80	35	Equality
• Collectivist society	20	89	Individualist society
• Masculine society	66	66	Masculine society
• Low score on Uncertainty Avoidance	30	35	Low score on UA
• Long term orientated society	87	51	Middle orientated
• Restrained society	24	69	Indulgent

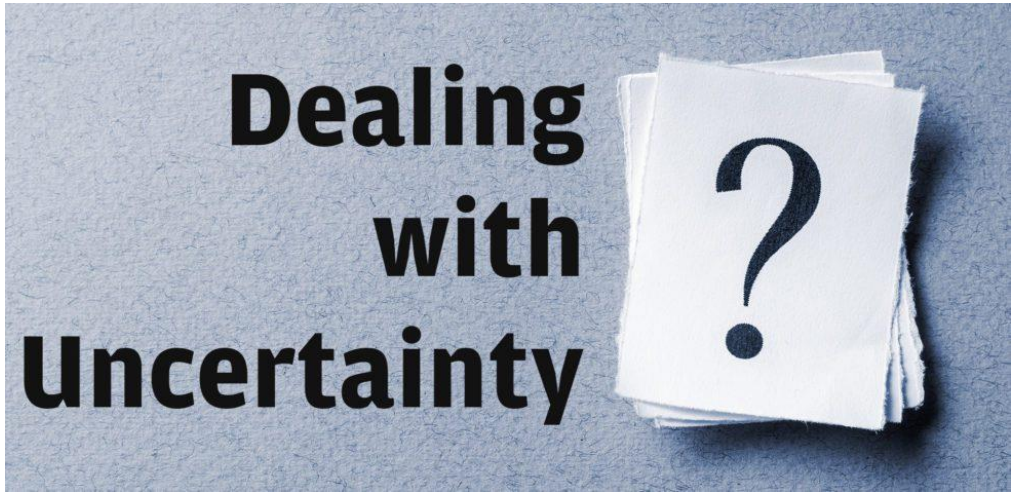
Face Negotiation Theory

Face Negotiation Theory

- Developed by Stella Ting-Toomey, is a communication theory that explores how individuals from different cultures manage conflicts and maintain "face," which refers to the public image or reputation one has in social interactions (Verdadero, 2014).
- In the context of British culture, face negotiation also plays a significant role, thought it may be expressed differently compared to some other cultures such as the Chinese culture.

Anxiety/Uncertainty Management Theory

- The Anxiety/Uncertainty theory explores how people from different cultures use communication to cope with feelings of anxiety and uncertainty in cross-cultural encounters(Auwalu et al.,2015)



My recommendations

- To work using the already existing diplomatic ties between China and the UK
- Also, should be a good number of informal meetups as this will help ease cultural barriers that may be inherent on first contact
- Both teams may be trying hard to eradicate the challenges that might be faced
- They should also work on improving the strengths such as punctuality
- The use of formal dress in meetings is also another similarity whereby the British class in dressing should be juxtaposed with Chinese fashion and elegance.

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Both organizations should be interested in:

- Learning about each other
- How they function together
- Which is the operational and management structure.

This will help alleviate anxiety and tension that may arise due to lack of information about the potential partner.

Conclusion

- In conclusion, the joint venture between Babylon Health, a UK multinational company, and a firm in China has the potential to be a transformative collaboration that combines the strengths of both entities.
- Babylon Health's expertise in healthcare technology and the Chinese firm's local market knowledge and resources create a compelling opportunity for delivering innovative healthcare solutions to the Chinese population.
- Forming a successful joint venture in China requires careful consideration of the cultural, regulatory, and business landscape.
- Cultural awareness training and effective communication strategies will be vital in building strong working relationships and fostering mutual understanding. Together, Babylon Health and the Chinese firm have the potential to make a significant impact on healthcare delivery in China, improving accessibility and quality of healthcare services for millions of people.

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