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INTERNATIONAL BUSINESS COMMUNICATIONS



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Introduction

This inclusive report highlight the market industry of the Qatar country. It offers an in-depth overview of the country's differences in the cultural expectations and differences in cultural sensitivity between the United Kingdom and Qatar, and the communication at the international level.

Qatar is a small county situated in the Middle East with a population of 2,881,060 (The World Bank, 2022). From an economic point of view, Qatar's current GDP per capita in 2022 is projected to reach 62100,00 USD. Therefore, the unemployment rate is extremely low, with only 0,3 percent in comparison with other undeveloped countries such as Afghanistan, Somalia, or Bangladesh for example.

Figure 1, from Appendix, is offering an extensive overview of the country's Industry Forecast for the next years, although the future is unpredictable and Pandemics such as Covid 19, wars such as the invasion of Russia into Ukraine, or any other environmental changes could affect the Qatar industry positively or negatively.

International business communication is concerned with the most common way of creating techniques, planning, and working frameworks, and working with individuals around the world to guarantee a supported upper hand competitive advantage (Deresky, 2016).

Those associated with an international and global business need to change and adjust their management styles to their regions, as well as those regions of the world where they want to extend their operations (Deresky, 2016).

Qatar - Country Profile

FACTS AND STATISTICS

- Location – It is located in west Asia and is one of the seven nations that comprise the Arabian Peninsula.
- Capital – Doha (Al-Dawḥah)
- Climate - The environment is hot and sticky from June to September, with daytime temperatures as high as 122 °F (50 °C). The spring and fall months — April, May, October, and November — are mild, averaging around 63 °F (17 °C), and the winters are marginally cooler. Precipitation is scant, with under 3 inches (75 mm) falling yearly (by and large in winter).
- Population – It is expected to reach 2,79 million in 2022.
- Language - The official language is Arabic; therefore, most Qataris talk a dialect of Gulf Arabic like that spoken in including states. Current Standard Arabic is told in schools, and English is for the most part used. Among the huge exile populace, Persian and Urdu are frequently spoken.
- Religion – The main and official religion in Qatar is Islam and Qataris are largely Sunni Muslims. The emigrant population from Qatar has a more diverse religious makeup, with Muslims, Christians, and Hindus constituting the largest religious groups (Fig. 7).
- Government - Āl Thānī is the Qatar-ruled emir. People from the choice family hold all of the major administrative posts, which are named by the emir. The family, in any case, is huge and fragmented.



There is a fact that managers in the twenty-first century are being challenged to work in an irrefutably complex, dependent, coordinated, and changing overall environment in which such headways can have repercussions all around the planet almost instantaneously (Deresky, 2016).

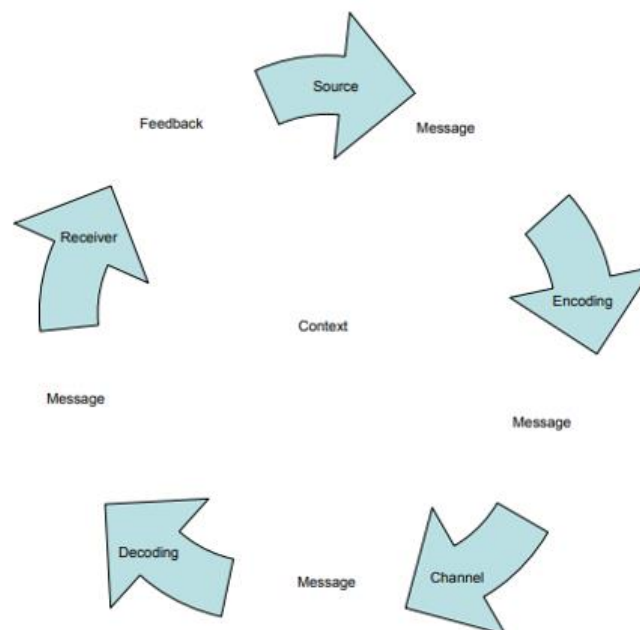
Common difficulties that managers face include governmental issues, social contrasts, worldwide competition, terrorism, innovation, and sustainability. Moreover, the amazing open doors and dangers of the worldwide commercial center progressively carry with them the cultural commitments of operation in a worldwide global area.

From the literature review, Katz Business School at the University of Pittsburgh has driven a survey, and the examination has found that the fundamental variable in selecting directors is social capacities.

If you can confer well, you can get your point across to others in a convincing way and they then have exact rules to finish their consigned positions. Consequently, if you can't pass on well, the message you send loses all sense in the translation.

Communication is the workmanship and the process of creating and sharing ideas. Feasible correspondence depends upon the abundance of those considerations.

To find success at communicating, it's essential to perceive that these obstructions (from the picture below) to correspondence can happen at various places in the communication cycle.



(Fig. 2, The Communication Process).

As an effect of globalization and the extension expectations of business houses, culture has turned into an exceptionally basic component to oblige in business/ management education. According to an all-encompassing point of view, not answering globalization might make a gamble of inability to achieve crucial objectives of overseeing information, abilities, and mentalities in supporting various societies, making an amicable entire, and expanding execution across topographical and public limits (Kremple and Pace, 2001).

Maheshkar (2016) wrote that culture is a major area of determining one's beliefs, perspective, and conduct, along these lines it very well may be viewed as an aggregate custom of convictions, values, rituals, and assents rehearsed by a group of individuals, territory, or nation.

Culture is an intelligible element of each, and every human framework and each human framework is a justification behind the presence of every business and association. It has enlarged the extension for organizations, to make it functional in various nations, and this builds the worry for the executive's practices to keep a workplace viable with the labor force from various societies and varieties.

Because of the rising internationalization of business and migration in worldwide work markets (Podrug et al., 2006), numerous associations got troubled in light of cultural insensitivity towards not just the way of life of host countries and their market elements yet in addition for own intra-hierarchical workplace in the nation of origin. Firmly, in the current setting, a business is a hybrid social framework that incorporates individuals of various foundations. An association can succeed on the off chance that its labor force has belief in the association, administration, and shared values. Information on the social foundations of the authoritative labour force makes associations fit to create a hierarchical/business culture, to such an extent that each individual from the association gets educated, involved, and focused on the organization's accomplishments.

Culture is an incredibly sensitive component of the internationalization of any business and makes it act in a socially various environment from a cultural point of view. It ends up being more fundamental to a business when associations utilize worldwide practices in territorial business sectors.

For instance - "a culture holds a few elementary standards, values, and endorses by religions that direct the lifestyle and the way of behaving of its adherents. It decides people groups' realist disposition and utilization needs, which varies in various societies. Certain items/administrations supported in one culture, are disallowed in others.

The Hindus people don't eat beef meat because their strict convictions confine them, however, Christians and Muslims like to eat it. Muslims don't eat pork since Islam forbids it, yet Christians like to eat pork. McDonald's has encountered disappointment in various nations because of socially enlivened food utilization. It has authorized McDonald's to modify its contributions in like manner." This infers that any change connected with social importance can demolish the business or proposition new open doors and undiscovered business sectors. Subsequently, present business elements hold culture as an essential part, all things considered.

Therefore, a business executive with social capability (Fig. 3) is supposed to have areas of strength for a personality; complexities of convictions and upsides of their way of life and the way of life he/she communicates; aversion to full feeling spaces of culture; OK way of behaving; interactive abilities to keep up with energetic relations; discussion abilities (LaFromboise, 1993; Johnson et al., 2006); and capacity to change conduct regarding the unique circumstance. His/her character factors likewise meaningfully affect his/her degree of culturally diverse ability (Hofstede, 2001).

The Hofstede model (Hofstede, 2001; Hofstede and Hofstede, 2005) recognizes societies as per five aspects: power/distance, independence/community, manliness/womanliness, vulnerability aversion, and long haul/momentary direction. The model gives scales from 0 to 100 for 76 nations for each aspect, and every nation has a situation on each scale or file, comparative with different nations.

Power Distance

Power Distance is "the degree of inequality among people that the populace of a country considers as normal" (Harzing and Hofstede, 1996, p. 304). It is how much regard is shown by those in subordinate situations toward those in predominant situations in an association.

Qatar scores high on this aspect (total score of 93), and that implies that individuals acknowledge various leveled requests wherein everyone has a spot, and which needs no further avocation. A Progressive system in an association is viewed as reflecting intrinsic imbalances, centralization is well known, subordinates hope to be determined what to do and the ideal supervisor is an altruistic autocrat.

Independence Collectivism

Individual-Collectivism portrays "whether one's personality is characterized by private decisions and accomplishment or by the personality of the aggregate gatherings to which one is pretty much for all time joined" (Smith and Bond, 1993, p. 38). It is how much one's personality is characterized by private decisions and accomplishments or by the personality of the aggregate gatherings to which one is pretty much forever appended.

Qatar scores low on this aspect (total score of 25). With a score of 25, Qatar is viewed as a collectivistic culture. This is manifest in a nearby long-haul obligation to the part 'bunch', be that a family, more distant family, or expanded connections. Reliability in a collectivist culture is vital and supersedes most other cultural guidelines and guidelines. The general public cultivates solid connections where everybody gets a sense of ownership with individual individuals from their gathering.

In collectivist social orders offense prompts disgrace and loss of face, boss/representative connections are seen in moral terms (like a family interface), recruiting and advancement choices assess the worker's in-bunch, and the executives are the administration of gatherings.

Masculinity-Femininity

Masculinity-femininity is concerned with "how much qualities like accomplishment, confidence, execution, achievement, and rivalry, which in virtually all social orders are related with the job of men, beat values like the personal satisfaction, keeping up with warm private connections, administration, care for the frail, and fortitude, which is essentially all social orders are more connected with the job of ladies (Cummings and Worley, 1994, p. 304).

Qatar shows a decently manly score for this aspect (total score of 55). Qatar's score demonstrates an inclination toward a Masculine society. In Masculine nations individuals "live to work", supervisors are supposed to be conclusive and self-assured, the accentuation is on value, rivalry, and execution, and clashes are settled by battling them out.

Uncertainty Avoidance

Uncertainty Avoidance is how much individuals in a nation favor organized over unstructured circumstances. Organized circumstances are those wherein there are clear standards concerning how one ought to act and arranging and dependability counter vulnerability.

Qatar scores high on this aspect (total score of 80) This score for the Uncertainty Avoidance aspect, is demonstrative of a high inclination to stay away from eccentrics.

Long term orientation

There is right now no score accessible for Qatar on these aspects (Fig. 6).

Indulgence

Also, there is zero data for this dimension (Fig. 6).

Domestically, Qatar has changed itself into a worldwide centre and a focal turn of globalization. Doha, the capital, changes constantly, including the most recent and the best of everything in its roads and its sparkling high rises. The nation has a-list colleges, a top-notch exhibition hall, and an elite aircraft.

Doha is additionally a city with little person or appeal of its own. The city has an interest in making and revamping itself, bringing about what is an incongruent assortment of amazing yet non amicable structures and neighbourhoods. Romanticized copies of Venice structure extravagance regions and tourist spots of the city, bearing names, for example, Aspire (sports complex), the Pearl (fake island), and Villaggio (shopping centre). Time magazine referred to the nation as "the magic kingdom."

Therefore, understanding how business is led in the advanced Middle East requires a comprehension of the Arab culture because the Arab people groups are the larger part there, and the vast majority of them are Muslim.

The Qatar future is one of ultra-innovation, proceeded hypergrowth, and physical and infrastructural extension, all joined by and made conceivable through consistently broad state limits.



Conclusion

In the light of revealed facts, this document shows that it is fundamental, in this manner, for managers to look past their homegrown market, and have a worldwide vision of their organizations, starting with setting themselves up with the abilities and instruments of overseeing a worldwide environment. Organizations that crave to remain around the world seriously and to grow their activities in different nations should foster a unit of top leadership with experience working abroad and comprehension of the employees to carry on with work in different nations and work with individuals of different cultures.

Therefore, this paper was offering an overview of Qatar's country profile for the United Kingdom established enterprise that wants to move its production overseas.

Recommendations

Language and social comprehension are unquestionable requirements for any association before going oversea.

Before going abroad, managers ought to examine that science, with its unique reason methodology and approaches, to endeavor to comprehend the profound social cycles that illuminate correspondence across the way of life in which global organizations should operate.

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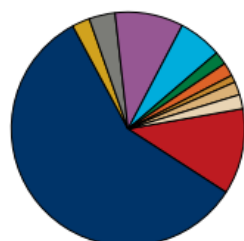
Appendix

Figure 1

Qatar Country Industry

Industry Forecast for Qatar								
(Annual percentage change unless specified)								
	% of GDP (2020)	2020	2021	2022	2023	2024	2025	2026-2030
Industrial production	42.4	-2.0	2.4	2.2	2.0	2.0	1.9	1.9
Manufacturing	8.5	-4.4	4.0	2.9	2.8	3.1	2.8	3.1
Food, beverages & tobacco	0.2	-0.1	5.6	3.2	3.2	3.6	3.7	3.6
Electronics & hi-tech	0.0	-5.5	7.3	4.1	2.9	2.8	1.2	1.7
Transport equipment	0.0	-6.5	5.7	4.0	3.7	3.8	3.7	3.6
Engineering & metal goods	0.6	-2.3	3.7	3.3	3.1	2.5	1.2	3.2
Basic metals	0.8	-3.8	5.6	4.4	2.9	2.3	1.1	3.4
Industrial & building materials	0.6	-7.3	4.8	7.5	8.0	9.4	8.1	7.0
Chemicals & pharma	5.0	-2.9	3.4	2.1	2.3	2.6	2.5	2.4
Utilities	0.8	7.8	4.6	5.1	5.5	4.9	4.7	4.3
Extraction	33.1	-1.6	1.9	2.0	1.7	1.6	1.5	1.5
Construction	12.2	-3.6	8.2	5.6	0.4	-1.2	-1.9	-1.3
Services	45.2	-3.8	2.8	4.4	6.0	6.2	6.1	5.1
Agriculture	0.2	1.7	1.8	1.3	3.6	4.5	4.6	4.4
GVA	100.0	-3.5	3.1	3.5	3.5	3.5	3.4	3.2
GDP		-3.1	2.8	3.5	3.5	3.4	3.4	3.2

Qatar: Manufacturing 2019



Source: Oxford Economics

Qatar: Industrial production

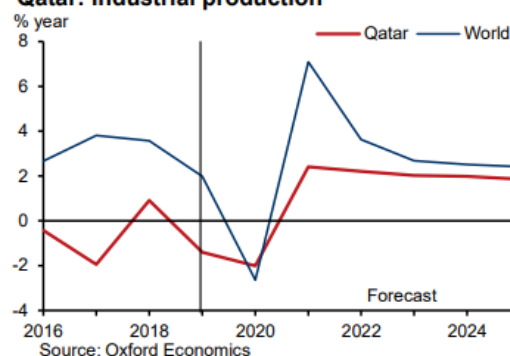


Figure 2

The communication process

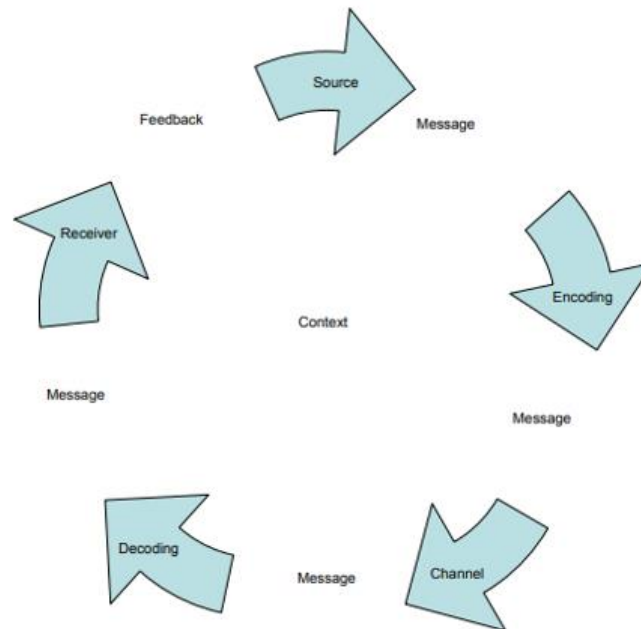


Figure 3

Global industry-academia framework

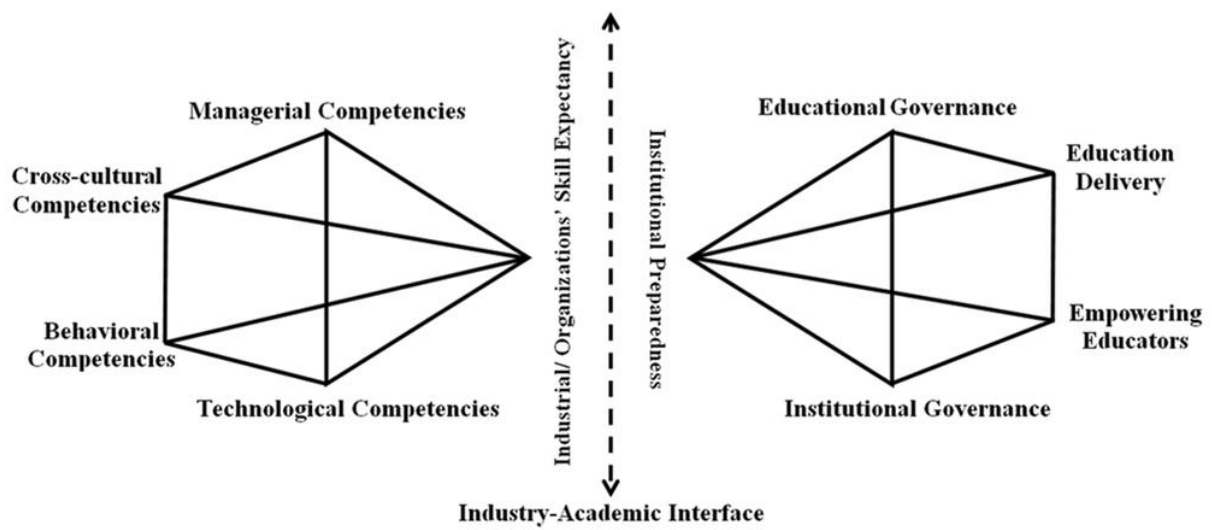


Figure 4

An open system model

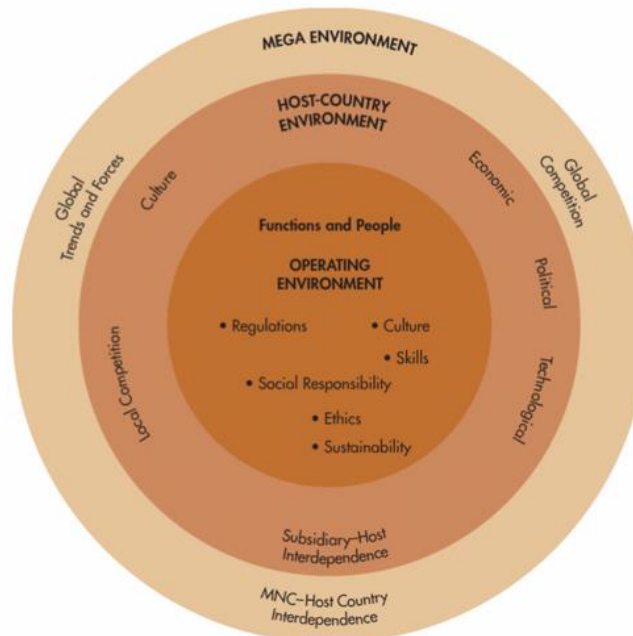


Figure 5

The environment of the Global Manager

Political Environment	Economic Environment
• Form of government • Political stability • Foreign policy • State companies • Role of military • Level of terrorism • Restrictions on imports/exports	• Economic system • State of development • Economic stability • GNP • International financial standing • Monetary/fiscal policies • Foreign investment
Regulatory Environment	Technological Environment
• Legal system • Prevailing international laws • Protectionist laws • Tax laws • Role of contracts • Protection for proprietary property • Environmental protection	• Level of technology • Availability of local technical skills • Technical requirements of country • Appropriability • Transfer of technology • Infrastructure

Figure 6

Qatar's culture through the lens of the 6-D Model

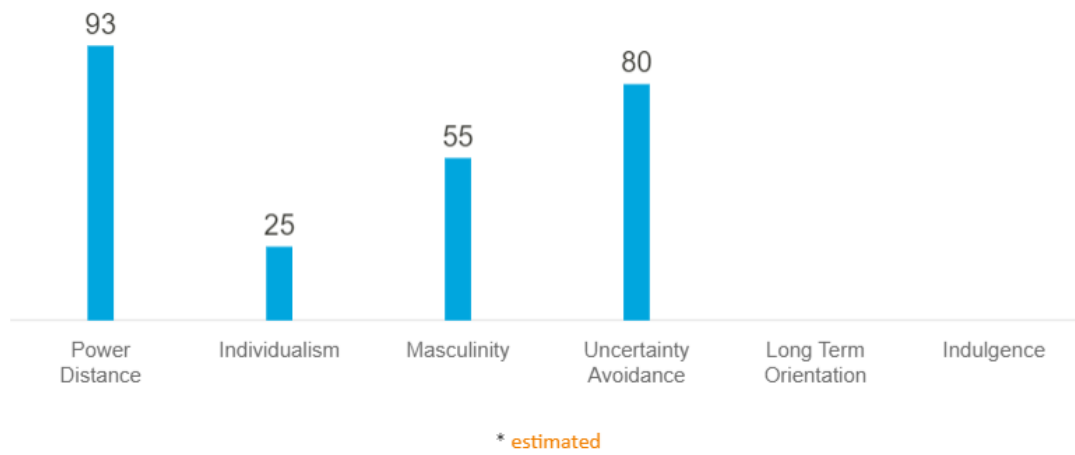


Figure 7

Qatar's religious affiliation

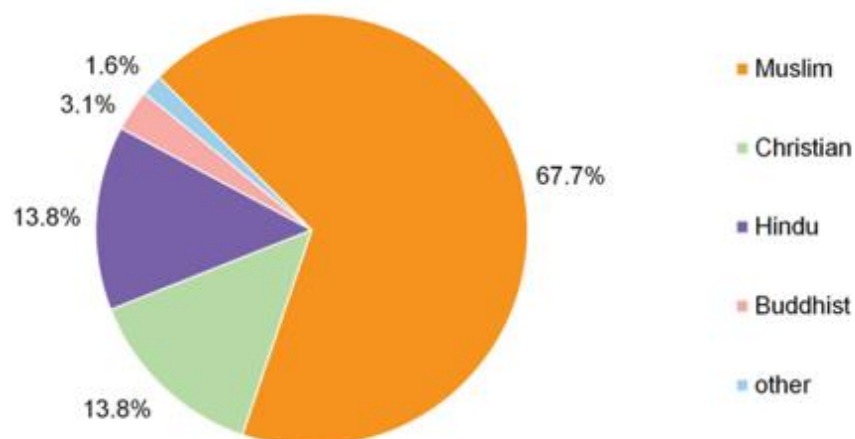


Figure 8

Qatar's GDP and Economic growth

