

University of Wales Trinity Saint David

Course: BA Business Management

Module: International Business Communications

LCBB6001

Year3

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Submission date: 09/05/2022

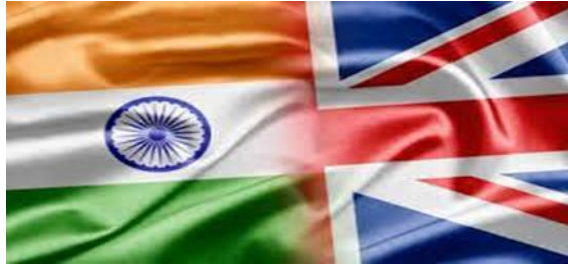
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Introduction

International business and communication are also described as the communication practice that usually occurs between different countries (Schmidt, Conaway , Easton and Wardrope 2007) Due the expanding of the global production and globalisation the need for effective business communication has increased. The understanding of cultural differences can be crucial for any business that is looking to expand internationally (CarSilveira , Ruiz-Garrido and Fortanet-Gomez 2006) They are many factors to take into consideration and evaluating the cultural sensitivity of the different markets.

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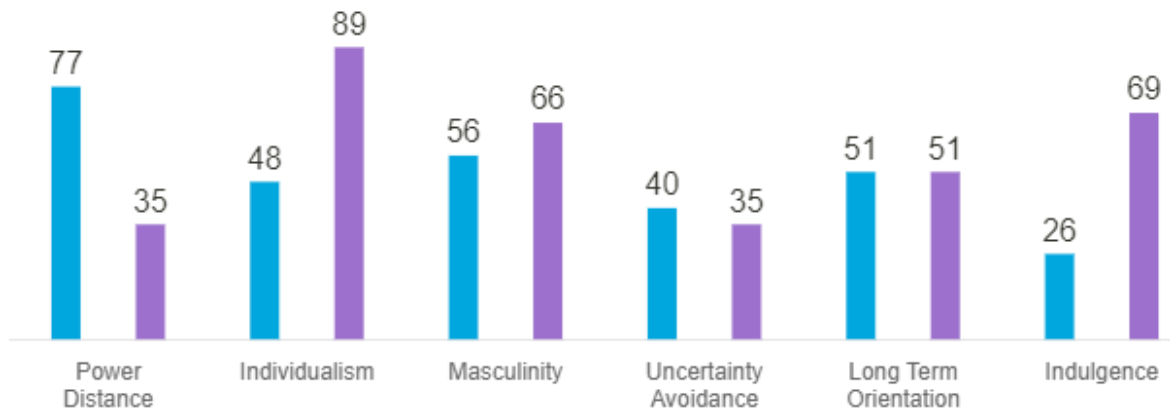


(Grove 2017)

In our report we are going to evaluate the investment opportunity from an UK company into the vast Indian market. India is the largest democracy in the world and is one of the fastest growing economies. But still is identified as emerging and developing country. It is expected to grow and become a words fifth economy if 2025. The difference between India and other counties if the population rapid growth (Chatterjee, Chaudhuri, Vrontis, Dand and Thrassou 2021) With a population of 1.3 billion people is one of the most populous countries. Despite the positive economy growth poverty in India is widespread where 25% of the population still living on less than \$1.25 dollar per day(Trading Economics 2022). As a company only from the introduction about the country there are many factors to consider before entering the Indian market.

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Hofstede Report



(Hofstede Insights 2022)

If we are going to explore the Indian culture, we can get a good overview of the main difference between the two countries. The Hofstede insights will enhance our report with deeper and more detailed information(Pawan, Budwar and Sparrow 2002) If we are going to evaluate:

Individualism

India is a country with a score of 48 which clearly indicates that is a place where the individualist and collectivist traits are as important. The collectivist side means that individuals are influenced by family, extended family, work groups and other wider social groups. Relationships are the key in a collectivist society. That reflects on the relationship between employer and employ too from expectations for loyalty to protection(Rao 2021). The other individualism aspect in India is a result of the one of main religions - Hinduism(Daniolu 2005) The actual grounds or believes in the Hinduism is the individual responsibility of every person that will impact on their next

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lives. That is why we can determine India as a society where they are extraordinarily strong family and work values but impacted by individual responsibilities. There is balanced society. If we are going to compare it to UK with a score of 89 one of the highest individualist scores. The score is clear indication for society where from early age are thought to think for themselves and find a unique purpose in life(Danckey ,Smith Oyugi 2008)The British people are very private people and the believe that the route for happiness is through personal fulfilment.

Power Distance

The power distance deals with the fact that not all individuals are equal in a society. This dimension addresses the attitude towards inequalities. If we investigate India's score of 77 is a clear indication of top-down structure in the society and organisational structures. In the Indian society there is an acceptance of un-equal rights and attitude dependent on your boss or the one holding the power. The real power is centralised, and employees expect to be directed clearly of what is expected of them. Communication is top down and attitude towards managers is formal. Very often any negative feedback from bottom to top is never investigated. And if look at Britain with a score of 35 sits in the lower rankings which indicates that is society that tackle inequalities. The British culture believes they are no boundaries of how far you can travel in life. That people should be treated equally and fair in the work or other areas in the society.

Masculinity

The masculinity is this dimension that indicates that society is driven by success, competition, and achievement. A value system that starts in school and will continue later in life. India scores 56 which is positioning it as a masculine society where success and power a visual displayed(Banarjee 2005) It is especially important to advertise your personal success in front of society. But on another hand India is a country where people practice various religious philosophies. This might impact on the hesitance to display success. One thing that is very important for Indians is the success in the workplace. And in Britain the score is 66 which determines it as a very masculine society. There is apparent contradiction between the British culture of modesty and success driven culture(Sloan, Conner and Gough 2015) In

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Britain often as foreigner you need to be able to read between the lines about what is real meaning.

Uncertainty Avoidance

This is the dimension which indicates how society deals with the fact of the future and determines how we can control what will happen. India has a score of 40 which is medium low preference for avoiding uncertainty(Hofstede Insights 2022). There is a certain degree of acceptance in India where things do not need to be exactly as planned. People generally are prepared to turn a blind eye on rules and if they can bend the rules. They often accept certain actions without questioning and have the concept that nothing is impossible in India as long you know how to adjust. If we are going to compare it UK with a score even lower of 35 is an indicator of a nation that is happy to wake and happy and adapt without planning. With the progress through the day, they are happy to make decisions based on the information. British people are quite happy to follow rules and obey the values of fair play. When it comes to work environment the end goal will be clear and how to get there incredibly detailed. The degree of individualism will create a curious nation with an extremely prominent level of creativity.

Long Term Orientation

This dimension is an indication how nations maintain some link from the past while dealing with future challenges. The two types of society are normative where they maintain traditions and pragmatic where they encouraged efforts in modern education to prepare for future challenges. In country like India the score is 51 which indicates a society where the culture cannot be determined(Chun and Cohen 2021). In a country where there is not only tolerance for different religious believes but the Hinduism is also considered a philosophy. In India there is an acceptance that they are variety of truths and views. As a parallel UK score 51 the same as India(Gracia Pilar 2015)

Indulgence

One of the dimensions where the nations are facing the challenge to create the path for small children into the society. The determine factor is control and cultures can be described as Indulgent or Restrained. India receives low score of 26 meaning that is a culture of Restraint. Also, the low score is indication that is a nation that have tendency to be pessimistic. The people do not put much emphasis on leisure and fun time. They feel that if they are

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indulging themselves is something wrong. The British culture has a high score of 69. As a society is considered as Indulgent. People are having a desire to enjoy life and having fun. They have positive attitude and are more optimistic. Prepared to spend more money for fun and leisure time.

Critical evaluation of cultural sensitivity when doing business in the selected country supported by relevant examples. –

One of the main factors in the current business environment where many companies are expanding all over the world in understanding the diverse cultures. Understanding of the culture in the international business nowadays is recognised to have a key role. Culture determines what we will say or do during meetings. The international and multi-cultural community is extraordinarily complex and requires adapting certain skills to avoid negative effect and failure of the venture. Why culture is important because is something shared by or all members in the society. It is something that is passed from one generation to another. We can conclude that therefore culture is all that we need know to be accepted by society or the organisation we are part of. People are sharing the same values and they interact in a certain manner. The culture is a mental programming from the past generation to the present generation. Every society has a diverse cultural specification.

For example, if we need to identify the cultural differences between India and UK:

For example, in India, the characterises we can determine the following:

Use of first name when you address is avoided. If you are invited to a dinner in a business partner family house it is custom to be asked few times for an extra food. It is especially important for them the guest not to leave hungry. And the food to be passed around with the right hand during the dinner is

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essential in India. In India as a method of greeting educated people shake hands to welcome or greet each other. Social freedom amongst the sexes is not appreciated.

In UK gift giving is not a normal custom. And during meetings British people are formal, sophisticated and value privacy. When you introduce yourself, you are expected to give family names and first names. It is well known that British people are good negotiator and good listeners. During meetings is expected casualness.

Apart from the examples above they are further examples we can highlighted:

As a UK company if we are going to enter the Indian market and establish relationship with a local market we need to know that the relationships are critical for doing business in India. It is important to take some extra time and establish more personal connection. Finding a topic that they like to discuss and having a conversation instead of sending email. During the conversation try to engage in topics regarding your family and ask questions about their family. And do not be offended and if they continue to ask questions about your family.

When comes to setting a timeline for completing certain tasks be cautious about the deadlines. In India they may be a bit more relaxed and fluid about the completion of certain tasks. An extra effort is required to encourage positive attitude towards finishing on time.

Regarding conversation and receiving some news about the project the Indian people may use a very direct approach. With answering a “NO” and the ability to ask open ended questions to get more details and identify issues. They are much more straight forward when it comes to communications and may come across as rude. When you compared to the UK is quite different. In UK people are polite and always trying to maintain positive relationship. On another side it may be difficult to identify where was the issues and how to improve. In more straight communication you might be able to rectify the issues and offer a solution.

In the communication in India, it is especially important to use a formality to show respect. The formality and hierarchy are embraced in UK and India even though on the surface may look like in both countries are following more informal settings. It is good always to use title and the last name of the

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person because you will not know the status of them. With establishing more personal relationship may be accepted as a positive sign if you ask how they would like to be addressed. That in Indian culture will be received as a respect and can go a long way. Formality is expected to be used in UK too.

Barriers And Recommendation

The work environment in India is based on formalities and hierarchies between the various levels of management. That is why during a work business meeting the most senior person should be greeted first. And follow the hierarchical structure the next and so on. Something else we should take into consideration as we mentioned before that Indians are very direct and they like to get straight to the point. Their ranks are given in the professional field based on individual performance, talent and personal achievement. It is absolutely essential that you express the proper respect in proper order depending on the position in the organisation. You will be expected to show respect and courtesy to everyone in the organisation. When it comes to setting and concluding a deal it should be usual practice to be confirmed in writing. It is essential all discussion and communication during the meeting to be included in written document. Even if you managed to establish a friendly relationship still the official business correspondence should be exchanged by email. In UK it is expected for the deal to be concluded once a written contract is formally signed and witnessed. Before signing the contract, there should be a draft in writing which is a formal contractual document. All the contracts in UK before any formal agreement are approved by a professional solicitor or an expert in the field. In many cases depending on the size of the deal that is taken as a measure of precocious (Popli and Jain 2012). And should not be assumed that is because of lack of trust because simply means that is the beginning of a long-term relationship. In UK there is a very formal established protocol to follow, and any verbal communication should be confirmed in writing.

Taking all that into consideration the UK company will need to try to establish a personal relationship with everyone involved in the venture in India (Choi and Chen 2002). Spending time in country, understanding the cultural differences and transferring all that knowledge into building a solid foundation will be a must. India is a very vibrant country with clear differentiation and hierarchy which is impacted not only in social aspect but in the work environment too.

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Conclusion

India and UK are countries with long well-established relationship. The people in India are familiar with the customs in UK. Many people in India speak English and there are many international schools where children from early age are brought up into the western culture. The people in UK also are familiar with the culture in India due to the number of people living in UK and the past (Larsen and Rosenbloom 2003). And still to enter and establish a successful relationship a UK company will be required to understand the cultural differences. The two countries have major differences when it comes to communication and lifestyle expectations. India is a very family-oriented country and that determines the values not only in society but in the workplace too. In our report we have highlighted the main differences and established how to build an effective relationship. With the recommendation and providing that the UK company consider to follow the business etiquette they will be able to build the foundation of a successful venture.

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