



INTERNATIONAL BUSINESS COMMUNICATIONS

Module Code:LCBB6001

Student: Adelina
Sisianu

Student ID:2020528

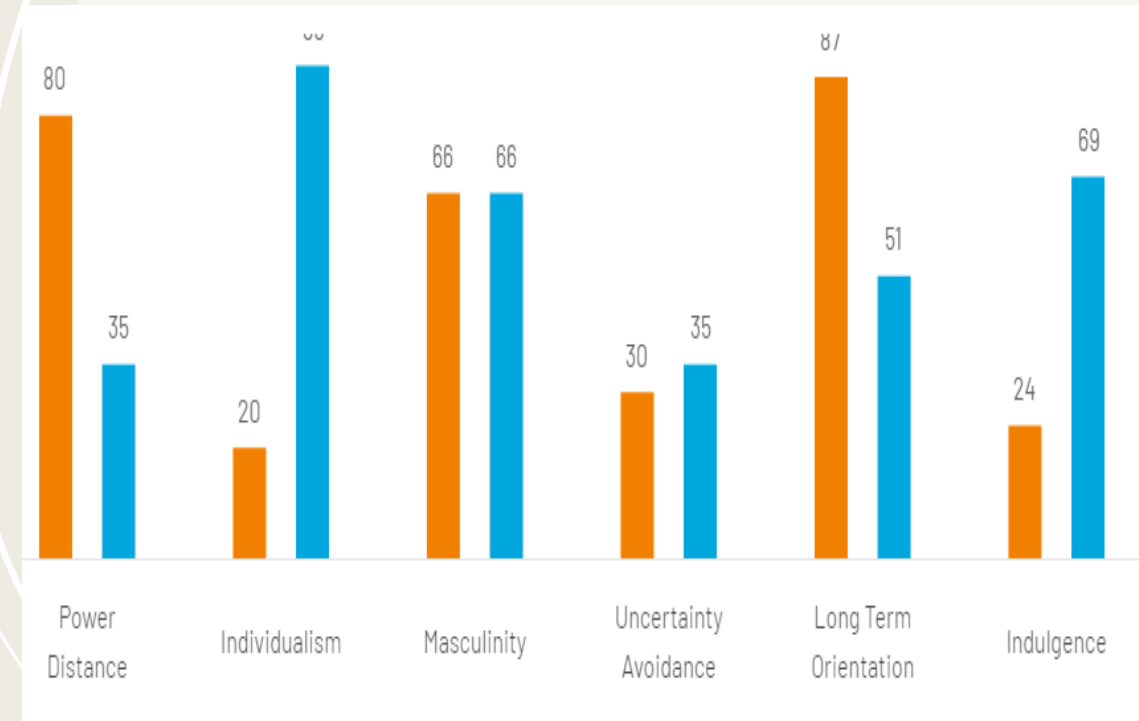
INTRODUCTION

- In today's presentation, I will explain the issues faced in international communication by Truffle social agency (London) for entering a joint venture with WECHAT (China)
- The communication process becomes difficult based on culture, stereotypes and beliefs that vary from one country to another. Therefore, sometimes is hard for companies to work together.
- I will analyze and explain the different cultural views in the business



INTENSIFY AND ANALYSE CULTURAL CHALLENGES

- “*Hofstede model*” helps in understanding cultural differences between countries across six dimensions (Hofstede Insights, 2023).
- A power distance score of 80 indicates that there is unequal power distribution in Chinese society.
- On the other hand, power distance of the UK is 35 which indicates an almost equal power distribution among people of the country.



Intensify and analyse cultural challenges

- A high score in Individualism indicates that people are highly focused on individual interests rather than collective interests (Smith and Robinson, 2019).
- Individualism score of China is 20 which indicates that Chinese people believe in collective growth through teamwork and collaboration in the workplace.
- UK has a high individualism score of 89 therefore employees of Truffle Social need to work collectively with the team members in China.



INTENSIFY AND ANALYSE CULTURAL CHALLENGES

Long term orientation score of China and the UK is 87 and 51 respectively (Hofstede Insights, 2023).

Chinese employees develop strategies to achieve long-term goals. UK employees focus on short-term

Indulgence scores of China and the United Kingdom are 24 and 69 respectively (Hofstede Insights, 2023).

The workplace culture of the UK is more relaxed compared to China and companies of the UK do not follow intense formalities.



DISCUSSION ON CULTURAL SENSITIVITY

- Challenges to business communication in China might arise from language barriers and societal beliefs
- Unlike Western culture, Chinese people are more sensitive with a greeting, appearances and respect based on age, gender and other demographics
- Home Depot failed in China as the company failed to understand the cultural norms of Chinese people (CNBC, 2019).



DISCUSSION ON CULTURAL SENSITIVITY

Strong relations with Chinese firms for joint venture requires high concern for cultural sensitivity in the country

- Suitable maintenance of etiquette, efficient communication, and understanding of social norms and cultural directives can entertain a strategic bonding.
- Understanding the demands of people with learning symbolic, shared, dynamic and integrated is essential for business growth.

The “Cross Cultural Management Theory” indicates companies need to focus on managing people, things and events to minimise cultural differences (Chen and Wang, 2019)



RECOMMENDATIONS FOR MITIGATING CULTURE DIFFICULTIES AND BUSINESS COMMUNICATION SOLUTIONS

- A proper understanding of Chinese culture is crucial for Truffle as it incorporates joint ventures in that particular nation.
- Organisations need to recognise the potential of local employees and focus more on the collective workforce approach to sustain collectivism (Song and Ma, 2021).
- The social norms and proper business etiquettes with politeness and respect are to be performed by organisations which are praised in China (Zhang, 2019).
- Truffle needs to give importance to values that are "pragmatic and future-oriented" and need to persistently adopt long-term goals.



REFERENCES

Chen, Y. and Wang, F., 2019, December. Cross-cultural Management of Chinese Enterprises: A Review of the Literature. In *IOP Conference Series: Materials Science and Engineering* (Vol. 677, No. 4, p. 042071). IOP Publishing.

CNBC, 2019. *Why Home Depot failed in China*. <https://www.cnbc.com/2019/06/14/why-home-depot-failed-in-china.html> (Accessed on: 15 June 2023)

He, H. and Tan, C.K., 2021. Strangers in the Borderlands: WeChat and ethical ambiguity in Yunnan, China. *Chinese Journal of Communication*, 14(2), pp.123-138.

Pfefferkorn, R., 2023. *We Now Know What Information the FBI Can Obtain from Encrypted Messaging Apps*. Available at: <https://www.justsecurity.org/79549/we-now-know-what-information-the-fbi-can-obtain-from-encrypted-messaging-apps/> [Accessed on: 7 July 2023]

Politico, 2023. *UK firms face fines for Chinese trade linked to forced labor camps*. Available at: <https://www.politico.eu/article/uk-firms-face-fines-for-chinese-trade-linked-to-labor-camps/> [Accessed on: 7 July 2023]

REFERENCES

Qiao-Franco, G. and Zhu, R., 2022. China's artificial intelligence ethics: policy development in an emergent community of practice. *Journal of Contemporary China*, pp.1-17.

Smith, P.K. and Robinson, S., 2019. How does individualism-collectivism relate to bullying victimisation?. *International journal of bullying prevention*, 1, pp.3-13.

Song, J. and Ma, L., 2021. Effect of cognitive behavioural therapy and WeChat-based health education on patients underwent peripherally inserted central catheter line placement. *American Journal of Translational Research*, 13(12), p.13768.

Truffle, 2023. *Truffle AM - Code of Ethics & Standard of Conduct Policy*. Available at: https://www.truffle.co.za/docs/policies/Truffle_Code%20of%20Ethics%20Policy.pdf [Accessed on: 7 July 2023]

Zhang, C., 2019, September. A study on politeness principle of intercultural communication of HCC and LCC. In *2019 3rd International Seminar on Education, Management and Social Sciences (ISEMSS 2019)* (pp. 703-706). Atlantis Press.