

Relationship building in IBC

1 Introduction

The main body of this article is to introduce the main content of the IBC and explain the importance of the relationship established in the IBC. The main content of the article consists of three parts: the introduction of related concepts, evaluation of relationship building in IBC, relationship building related skills.

2 Concept

- Communication

Communication is the process by which people share information, thoughts and emotions. This process includes oral language, written language and body language. More theoretically, Communication is the process of transmission and feedback of thoughts and feelings between people and groups. Therefore, the definition of communication emphasizes the transmission and interpretation of information between subject and object. Moreover, it emphasizes the repercussions and impact that information exchange has on both parties.

- International business communication 从 c 到 bc, 从 bc 到 ibc, ibc 与文化的关系

Communication is a broad concept, while business communication is the exchange of information that occurs under a specific business context and purpose. To be specific, business communication is the process of information exchange between enterprises and customers (or within enterprises) in order to achieve mutual understanding, coordination and business goals in business activities.

With the development of globalization, the phenomenon and the demand of international communication are increasing. In this case the participants and the content of communication in business communication are more diverse. Thus, IBC has become a topic worth studying in the field of business communication. And intercultural communication/cross-cultural communication is an important part of IBC.

- Relationship building 是什么 与 IBC 的关系

Relationship is relation or connection among people and things. In business, relationships often refer to interpersonal relationships. Relationship building is the ability to establish or maintain a friendly and warm relationship or network with people who help or may help to accomplish the job-related goals. This ability is also understood as the ability to utilize resource, networking, customer concerns and build harmonious relationships. Therefore, building relationships helps achieve business goals in the IBC process, specially in the context of intercultural communication.

3 Evaluation of relationship building in IBC

3.1 relationship building in diffuse and specific culture

According to Trompenaars' culture dimensions, people in diffuse or specific culture have different characteristics. In specific culture, People separate their work and private lives. Thus, they believe that relationships have seldom influence on work objectives. They also believe that people are able to work together without having a good relationship while good and tight relationships are important. On the contrary, people who in diffuse culture see their work and personal life as overlapping. They think good relationships are crucial to achieving business goals, and their relationships with others will be the same, whether at work or social. They would spend time beyond working hours with colleagues and clients.

In countries and regions with high diffuse culture, strong awareness and ability to build up good relationships can provide opportunities for cross-cultural business communication and cooperation. Because in some developing countries there may be loopholes in their social system and there are some areas that cannot be restrained. When a company acting as a cultural outsider, they have no means of obtaining the priority right through official means. In doing so, the relationship as an informal institutional arrangement is a good complement to the existing formal social, economic and legal systems in these

regions. Therefore, the awareness and ability to build relationships before focusing on business objectives is an important part of a successful IBC.

3.2 advantages of relationship building in IBC

- Organizations can get effective information to reduce the uncertainty of business activities or even avoid the risk of uncertainty through the relationship.

To a certain extent, the value of the information cannot be estimated. In business exchange or negotiation, information asymmetry may bring serious harm to the enterprise. However, most of the time, the exchange and dissemination of important information in the industry comes from important industry players. Therefore, building good relations with them is a way of getting as much useful information as possible.

- Building good relationship can save time and improve efficiency

Organizations inevitably encounter complicated operating procedures between government departments when doing business overseas. Especially in developing countries that have not yet completed their systems. However, the time cost of these procedures are not inevitable. This cost often comes from bureaucracy. But building relationship with the people involved will allow the business to avoid the barrier.

- Building good relationship can get cost-saving material resources

In a free-market environment, the buying and selling of raw materials should be fair and open. However, in some regions and countries, the sources of important raw materials are directly or indirectly monopolized and controlled by the government. Building good relationship may give businesses the opportunity to get the right materials at the right price.

3.3 disadvantages of relationship building in IBC

Anyway, everything has two sides. Relationship building and maintenance cost a lot of time and money. The quality of a relationship is difficult to be defined and assessed and it seems difficult to use specific figures to measure. As a result, organizations need to spend significant amounts of time, money and human resource costs on constant observation

and promotion of relationship. Moreover, in many cases, the relationship is uneconomical and injustice and the acquisition of one person is at the expense of many people. It may lead to corruption in building the relationship.

4 Skills for building relationship

- do some research and understanding

In the initial stages of building relationships, it is important to have a detailed survey and understanding of the target person. This survey refers to the target's personality traits, ways of doing things and hobbies, etc. This is helpful for conversations in social occasions. Trying to talk to a target person as a friend can create a warm and harmonious environment that helps build deeper emotional relationships.

- Find out common ground

Finding common interests can be the key to unlocking a relationship. Such as favorite books, music, movies and sports teams, and so on. This may be the beginning of a conversation between you and your target. Once the sharing of communications become daily, it means you and your customers have common ground, mutual trust and understanding. When there is something in common with the target person, the less likely it will be a gap between yours, the more likely it will build up a friendly and harmonious relationship.

- Cultural Identity

In addition to expressing understanding of the target person, expressing cultural identity is also important. If the understanding of hobby is shallow, then cultural identity is more likely to arouse the emotional changes and trust of the target person. Moreover, understanding the cultural background of the target person avoids embarrassment and discomfort caused by cultural differences

5 Conclusion

In general, this article introduces some basic concepts about IBC and explains the role of

relationships in IBC. In addition, some methods for establishing good relationships have also been proposed. This article argues that relationship building plays an important role both in business communication and in international communication. It is noteworthy that relationship building is not a simple and quick work. Improper use of relationships can lead to organizational losses.

6 Reference

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