

**University of Wales Trinity
Saint David London**

***International Business
Communication***

Student Name- Andriyana
Natsevska

Student ID- 1817168

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INTRODUCTION

The international business and communication is a programme that goals to introduce the business to the international economics from all the aspects that includes communication, marketing, social responsibilities and many more. Its provide an opportunity to enter into the global business world by analysing the activities and real solutions of the companies. Good international communication by the businesses helps in maintaining complex business dealings. To enter into international business communication a company use to have good understanding of different culture and environment. This report is being made in the context of UK based company New Fashion which is multinational clothing,home products and footwear retailer in England(Adrian, 2018). The aim of this report is to apply different theories of communication and evaluation of sensitivity of doing business in the Indonesia. With this it will analyse the communication barriers experienced by foreign business and the strategies for appropriate communication.

TASK

Brief introduction to the developing country Indonesia.

Indonesia is the fourth world's most populous country and having world's tenth largest economies in context of purchasing power. Jakarta is the capital of Indonesia and their currency is rupiah. Indonesia is developing country that has made huge gain in terms of poverty reduction, cutting poverty rate. They are currently following a 20 year developing plan which started in 2005 and ends in 2025. Their aim is to build a strong economy in the country by developing human capital and by being in the competition on the global scale. They are very rich in terms of culture having diverse range of food, clothing, traditional clothing , geography and different language (Darmawati and Herlina, 2019). They are having mixed economy in which both the private and government sector plays an important roles. Indonesia is making its place among the largest exporter in the world. They have achieved an annual growth rate of 5% in the last five years and continuous to be an attractive investment country with well-educated population. Indonesia is developing rapidly in various aspect , some of the aspects are given below:

- **Economic Development-** Their economy is developing strongly and becoming a part of global economy. It is 4th largest economy in the east Asia. The economy has been heavily growing towards agricultural sector. The government is focusing to diversifying its oil exports and manufacturing exports by reducing trade barriers and became more globally integrated. The education attainment of the people has also risen sharply in recent times.
- **International Trade-** They are continuously increasing globally from past half century as their export value is increasing rapidly. Oil exports continued to be major resource of revenue. They also export gas, electrical equipments and machinery and their main partners are China, Japan and United States.
- **Structure of production-** Indonesia has being undergone on a process of growth in industrialization and urbanisation from last 2 decades. Their manufacturing share is increasing and accounting 19% growth rate. They produces large range of commodities such as rubber, coffee, palm oil and cocoa.
- **Domestic Demand-** Indonesia has seen continuous and strong surge in domestic demands. The expanding middle class and government plans to improve infrastructure

results in increasing domestic demands. Consumption of household expanded which indicates rising incomes and the country is moving out of the poverty.

Application of theories of international and intercultural communication.

International communication is refers to the any interaction among the people of different nations. Whereas intercultural communication is happen among the people who have different cultures and values (Ghadikolaei and Gholinia, 2020). These communication can be happen in because of many ways such as health communication, international relations, trade communication and many more. By applying Hofstede's cultural dimension theory in communication helps in understanding culture better. This theory provides a framework that used to make differentiation between different national cultures , aspects of culture and their impact on a setting of the business. There are 6 categories of it, that are given below:

- **Power Distance Index-** It considers to the dimensions on which inequality and power are tolerated. Low power distance index implies it encourages culture and organisational structures. In the context of New fashion, they should measure these index in Indonesia in order to find out whether the country welcomes setting up different organisation or not.
- **Individualism versus collectivism-** This dimension considers to which extent the societies are integrated into groups with their obligations and dependence upon the groups. Individualism signifies that there is a major importance of achieving personal goals whereas collectivism signifies the importance of goals and well-being of the groups. In the context of New Fashion, with this theory they should measure whether the society accept their goods and services into their country or not.
- **Uncertainty Avoidance Index-** It measures the index to which uncertainty and ambiguity are tolerated. Low uncertainty avoidance index implies high tolerance of uncertainty, ambiguity and risk-taking (Khan, Hayat and Alsaedi, 2020). In the context of New Fashion, they should measure the risk-taking and uncertainty index , which shows how much risk is in Indonesia in setting up a business.
- **Masculinity versus Femininity-** This includes the preference of the society in terms of behaviour, achievement and attitude towards equality. Both the masculinity and

femininity comes with different characteristics. In the context of New Fashion, they should understand the needs of the society and the product and services they offer.

- **Long-term orientation versus short term orientation-** This involves the preference of success, long-term orientation involves delaying short-term success and short-term orientation show more focus on near future. In the context of New Fashion, this theory provide them society view on time horizon.
- **Indulgence versus Restraints-** It provides the extent on which society fulfils their desires and it includes how society controls impulses and desires. Indulgence indicates that society spends on desires and restraints shows that society sticks to their norms. In the context of New fashion, this theory finds out the attitudes of the people of the society, it indicates the buying capacity of the people.

Critical evaluation of cultural sensitivity.

Intercultural sensitivity is a crucial socio-cultural variable which deals with multicultural societies. This covers the skills that makes maximum use of cultural differences and promotes a harmonious living among the societies. Indonesia in the current scenario is far more open and democratic society and altering their relations with its neighbours in terms of growing. Being aware of the differences and similarities of the different culture helps in establishing business and it also helps to identify the affect of values and learning among the people (Miike, 2019) . Indonesia cultural sensitivity are given below:

- **Sensitivity to non-verbal behaviour-** It indicates the sense of other feeling and their behaviour. The characteristics is shown often by the Indonesians in their communication. On the basis of their emotional behaviour, they takes appropriate actions. This non-verbal behaviour sensitivity shows behavioural modification of the people of the country.
- **Acceptance-** This is the cultural sensitivity that shows the perspective of the people , are they able to shift their perspective to understand the different meaning of different cultures. They may not like different culture but they are interested to understand the different culture. Indonesian people have genuine interest and curiosity in understanding others culture and they want to experience the other culture.

- **Adaptation-** This is the cultural sensitivity in which individuals are more competent to adapt and communicate with other cultures. By evaluating the behaviour of other people they tries to adapt behaviour from the people to fit in the different culture. Indonesian people are seamlessly interactive to the people . They respect their culture as well as others cultures.
- **Integration-** People in this frame of cultural sensitivity are capable to shift from one cultural to another easily and have the empathy towards the other cultures. People are comfortable with the other cultures. People of Indonesia are perfectly bicultural and are able to change according to the cultures and are interactive.
- **Minimization-** People with this cultural sensitivity are interested in projecting their own culture, they feels that their own culture are more superior to others. Individuals are think that they see people equally but they have an influence on culture. Indonesian people are not this type of people they accept the cultures of others and respect the people of other countries also.

Discussing as well as analysing different communication barriers which has been experienced by foreign businesses and supported by different examples when relevant.

Communication plays an important role in every organisation in order to make everything systematic in the organisation for achieving their organisational goals. If the communication process is not proper in the organisation makes difficulty to them in order to manage and engage their employees with their task in appropriate manner. In international businesses, it become more difficult to make proper communication in the organisation(Presbitero and Attar, 2018) . As there are many barriers present in the organisation that affects the communication in the organisation. In case of New Fashion, the communication barriers faced by the company while expanding their business in Indonesia are described below:

Physical barriers- It describe the situation in which an organisation create distance in between their employees by dividing them which creates physical barriers for the proper communication. In case of New Fashion, it may also faces this barriers in their communication while expanding their business in another country. While entering in another country, it create

huge distance in between their employees due to which proper communication does not make in the organisation.

Cultural barriers- In international businesses, employees are belong from different parts of all over the world which is also create difficulty for the company in order to make proper communication in their working area. While expanding their business in Indonesia, the management of New Fashion need to hire employees from other country in order to perform their different activities (Roy, 2020). This will also cause communication barrier because the other countries employees have different culture as well as they found difficulty in order to adapt themselves in another culture.

Language barriers- In international organisations, employees are from different countries as well as they also knows other language. If the employees does not understand what other say or speak to them which also create barrier for proper communication in the organisation. This will also create problems for the New Fashion while expanding their business in Indonesia in order to make their employees to understand what one communicate to other. This will also affects their business in order to make their business function smoother.

Perception barriers- It describes that the different people in the organisation perceives the same things in different manner. This fact is also considered during the process of communication. While operating their business in Indonesia, the management of New Fashion faces various problems in order to make communication process effective as there employees also have different perceptions which makes important for the company in order to understand the perception of their employees in order to make proper communication in the organisation.

Provide appropriate communication strategies and other relevant recommendations to enable the company to succeed in the developing country

From the above discussion it has been analysed that the communication is most crucial factors for the company in order to help it in achieving their goals and objectives. While expanding their business in Indonesia, management of New Fashion may face many problems because the language, cultural and environment of the country is too different from UK. It is also create communication barriers for them in order to make their employees to communicate with each other in better manner (Sheikholeslami, Arabkoohsar and Ismail, 2020). The following

communication strategies has been recommended to New Fashion which helps them to operate their business in Indonesia are described below:

Use different communication channels- It has been recommended to the management of New Fashion in order to solve communication problems in the organisation for operating their business in Indonesia. There are many tools exist which help international companies to make their communication process effective. The management of New Fashion may use these tools to communicate with their employees which includes video messaging apps, screen sharing apps, voice call apps, etc.

Document their communication process- If the company uses different methods of communication such as team chat app, email and Zoom. This makes difficulty for the employees in order to use which method for asking their queries (Talalova and Werthschulte, 2020). This makes management of New Fashion to have documented standard operating procedures in order to tell their team members where they communicate which message or information in the organisation.

Try to understand their co-workers- The other thing that the management of New Fashion is conduct to understand their employees what they are trying to say. This will helps them to solve language and cultural barriers of communication in order to make their communication process better. By understanding their employees that belongs from other country will help them to develop positive working environment.

Provide training- The management of New Fashion required to provide proper training to their employees in order to make them to understand the company's culture to work in the organisation in better manner for achieving their organisational goals(Venkateswaran and Ojha, 2019). This will help employees to adapt themselves in organisational culture as well as understand their other colleagues to make better communication with them as well as help company to make their expansion more effective.

CONCLUSION

From the above discussion, it has been concluded that the international business communication is important for the organisation in order to understand how to make communication process effective in their working area while operating their business in another

countries. Hofstede cultural dimension theory is an effective theory which help company to understand the culture of another country in which it was planning to enter. Sensitivity to non-verbal behaviour, acceptance, adaptation, integration as well as minimization are some factors that describes the cultural sensitivity of a country. Physical barriers, cultural barriers, language barriers as well as perception barriers are some communication barriers which has been faced by the international company while operating their business in another country. Use different communication channels, document their communication process, try to understand their co-workers as well as provide training to their international employees help company in order to overcome communication barriers and operate their business in another country in better manner.

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