

UWTSD
London Business School
BA(Hons)Business Management
Term 2
Group 2

International Business Communications-LCBB6001

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Group 5 Presentation-UK business and Chinese business joint venture agreement -business communications prospective.

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British – Chinese Joint Venture

Lecturer's Name: Dr. Rexon Nting

Module: International Business Communications

Source: Centre-stage.com



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Team 5

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Source: strlink.com

Introduction

- **International Business Communications**
- **UK / China Joint Venture**
- **Importance of Cultural Differences Identification**



Source: EY Greater China

Introducing Chinese Culture



- **National Values**
- **Social Values**
- **Religion**
- **Language**

CHINA- ORGANISATIONAL CULTURE

- **Business Culture**
 - **Workforce Culture**
- 

Source: *behance.net*

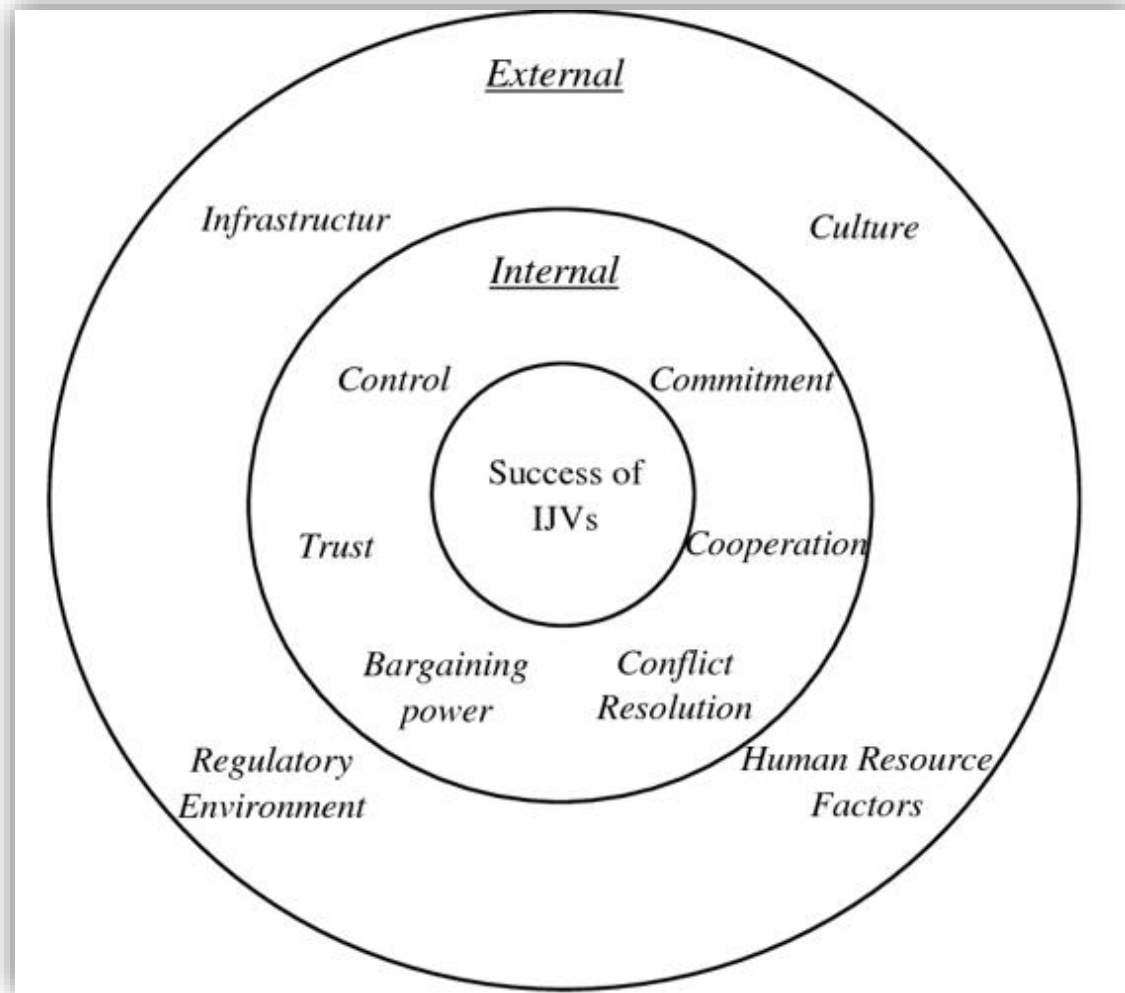
Success and failure factors of joint ventures



Source: *ebci.eu*

- Clear government regulation
 - Effective local authorities and clear process of creating a joint venture with a Chinese partner.
- Human resources
 - Skilled workforce and lower costs for labour
- Infrastructure
- Telecommunication and technological advancement
- Effective communication channels with the local community

Cultural Barriers



- Cultural differences
 - Difficult communication
 - Threats for the normal operation of the business processes
- Lack of control
- Unrealistic expectations

Figure 1. Key Determinants of IJV performance at operation stage. Source: (Ding, 2021)

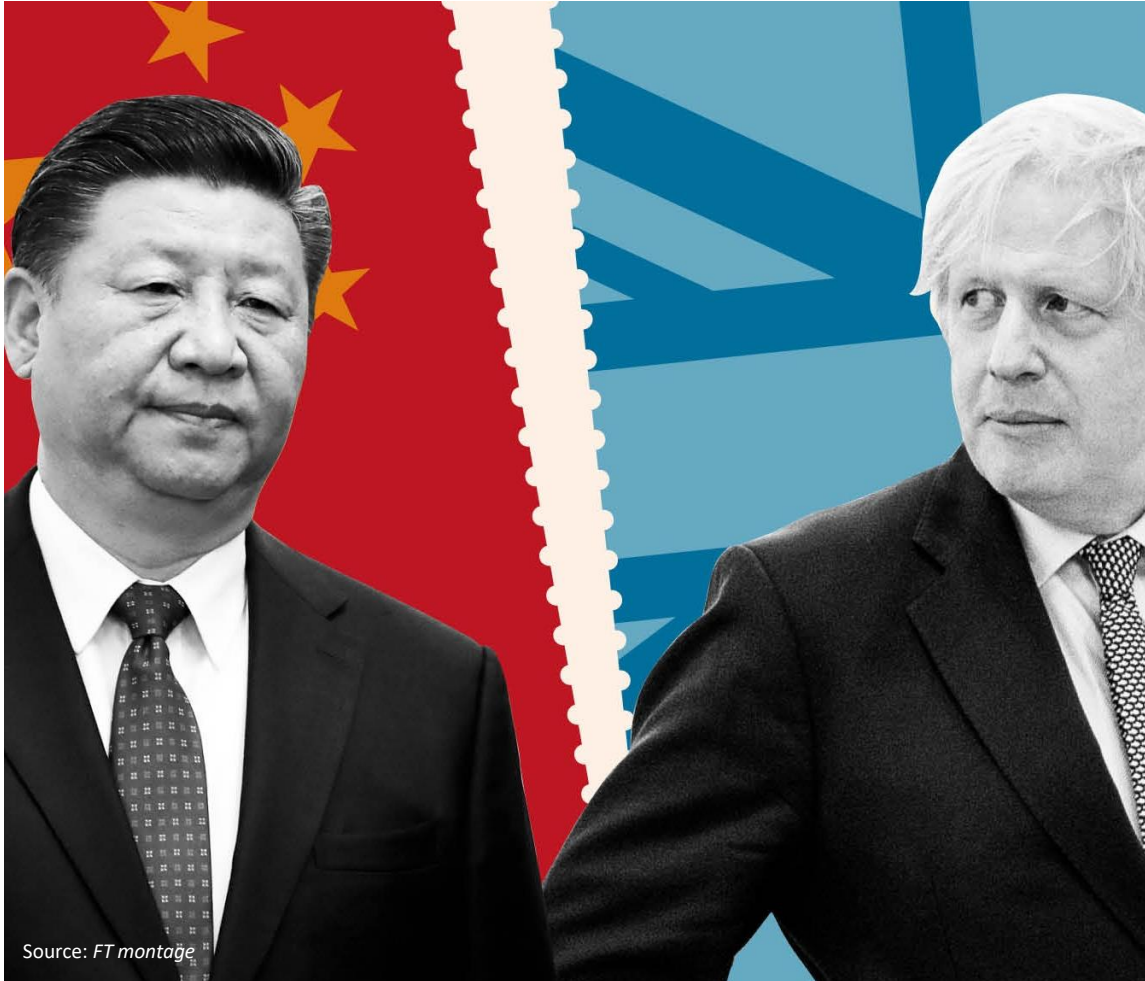
Cultural sensitivity in China

- Social media platforms in China
 - Government censorship and control
- Considerations for the UK based organization
 - Communication cultural differences
- Cultural differences and work ethic



Source: (Brizo, 2022)

The differences from the United Kingdom



- **Family**
- **Emotions**
- **Workplace**

Other differences between China and United Kingdom

- Language Barrier
- Public disclosure of business-related topics



Source: shutterstock.com

Hofstede Cultural Dimensions

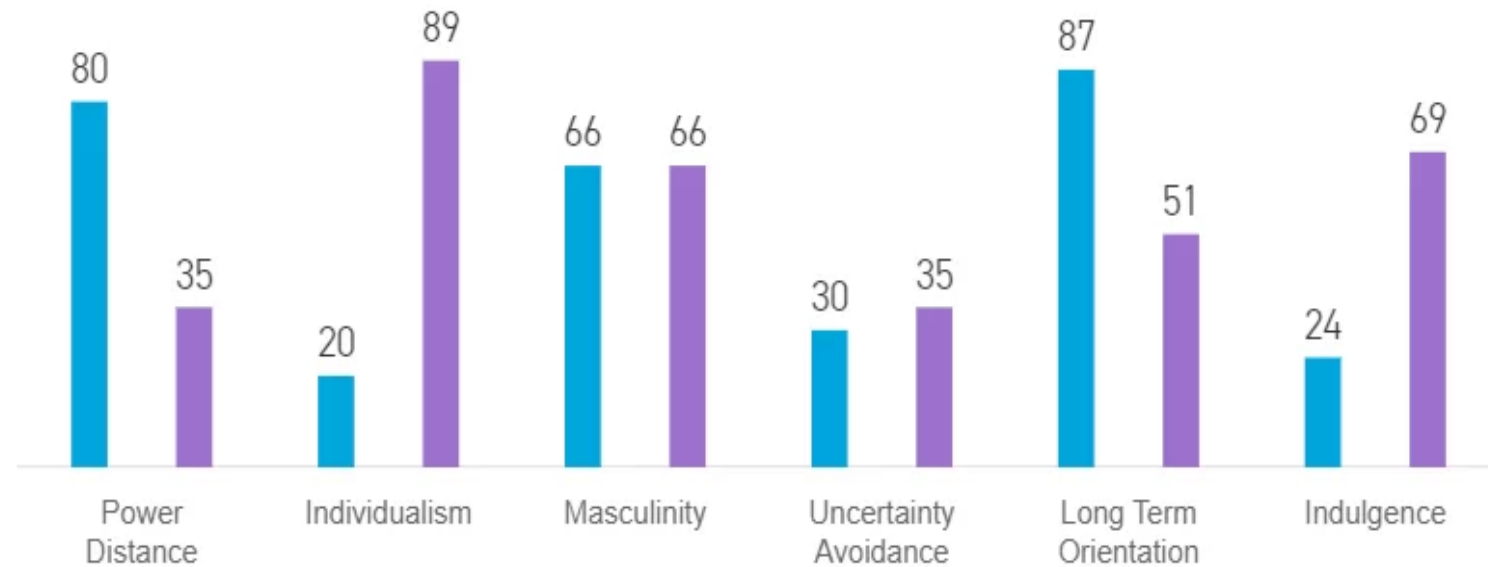
- Power Distance

China ×

United Kingdom ×

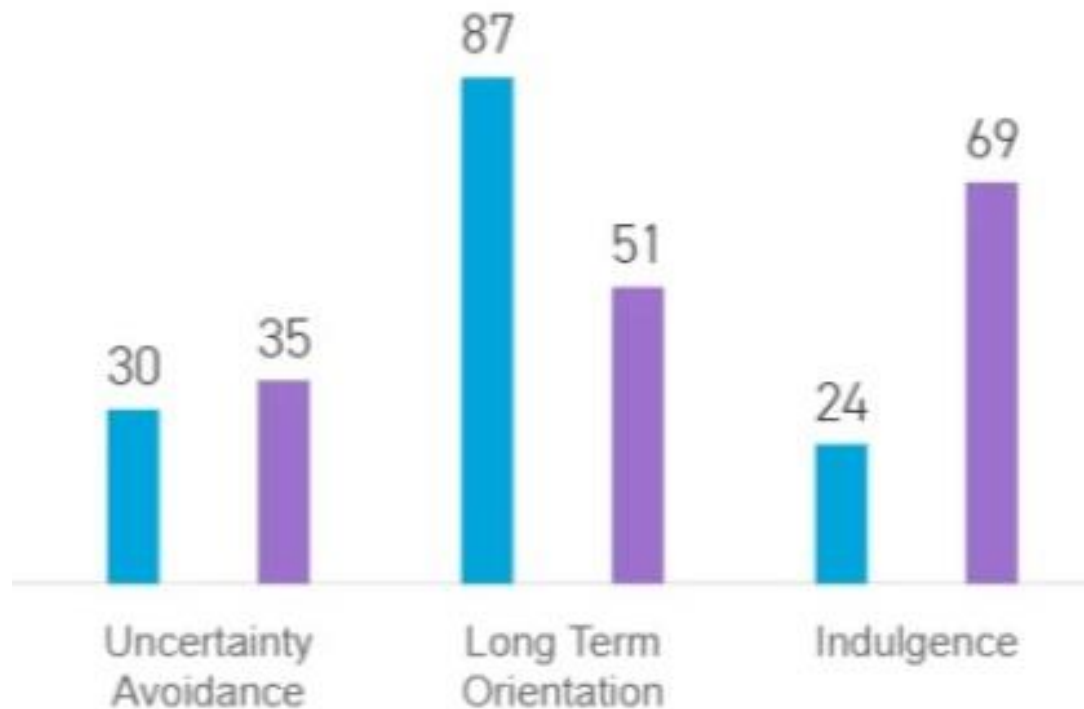
- Individualism

- Masculinity



Hofstede, 2022

Hofstede Cultural Dimensions



Hofstede, 2022

- **Uncertainty Avoidance**
- **Long-term Orientation**
- **Restrained Society**

Recommendations

- **Understand properly the cultural differences**
- **Working process ,rewarding and promoting**
- **Language barrier reduction**
- **Social media channels proper utilisation**
- **Use of positive and friendly attitude**
- **Pay particular attention on high context Chinese Culture**
- **Utilize good communication practices**

CONCLUSION

- **Cultural differences between UK and China.**
- **Conflicts and joint venture .**
- **Cultural dimensions.**



Thank You



任何問題？

Any questions?

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