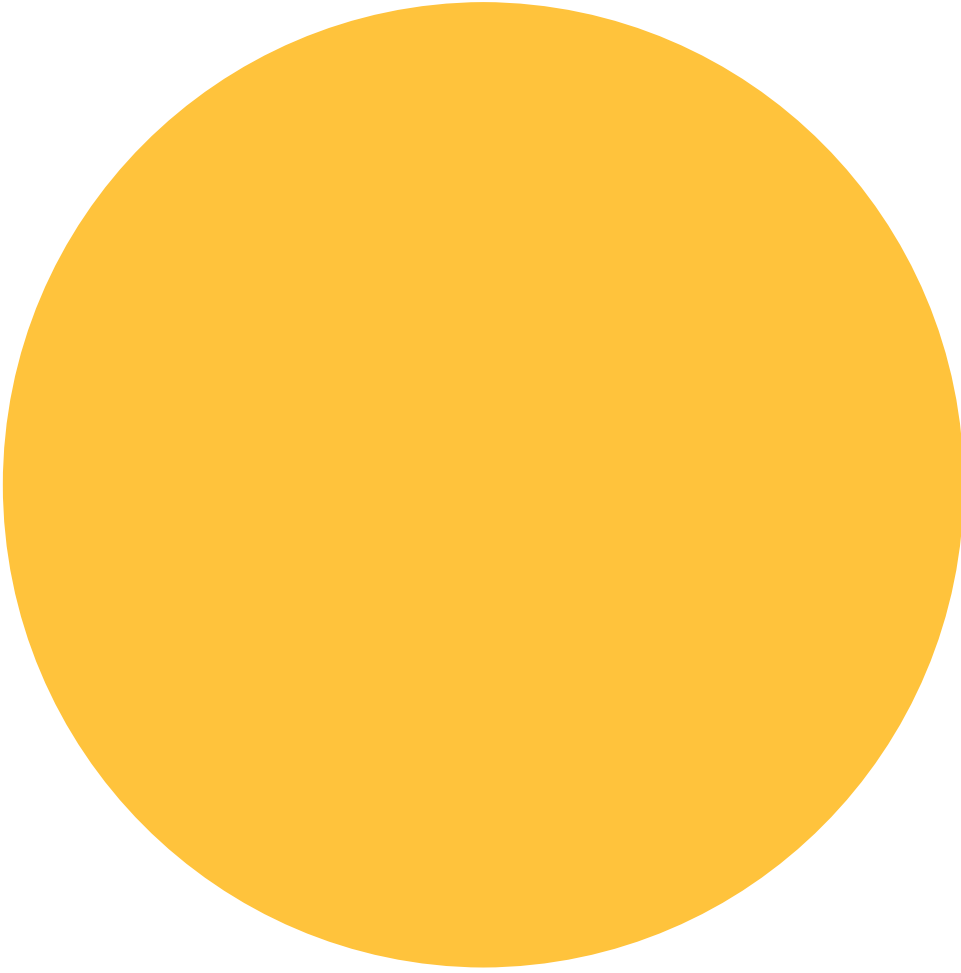




Assignment 2 Group Presentation

International Business Communications

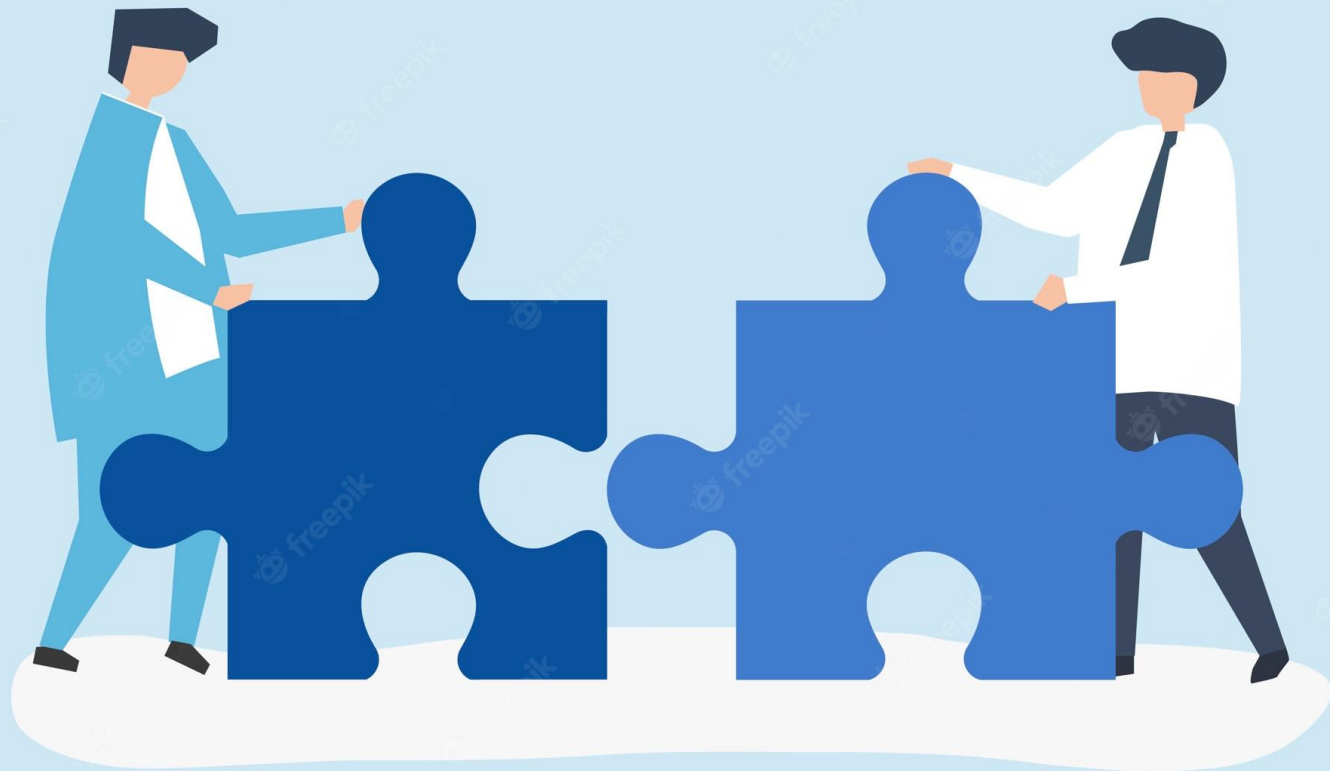
Presented by Hristo Hristov

ID 2010799

Introduction

This presentation covers the challenges a British company can face in China as well as answers to those challenges.

It includes theory on cross-cultural communication and how to deal with cultural differences.





Culture

Culture is the pattern of life.



(Rosenhauer, 2012)

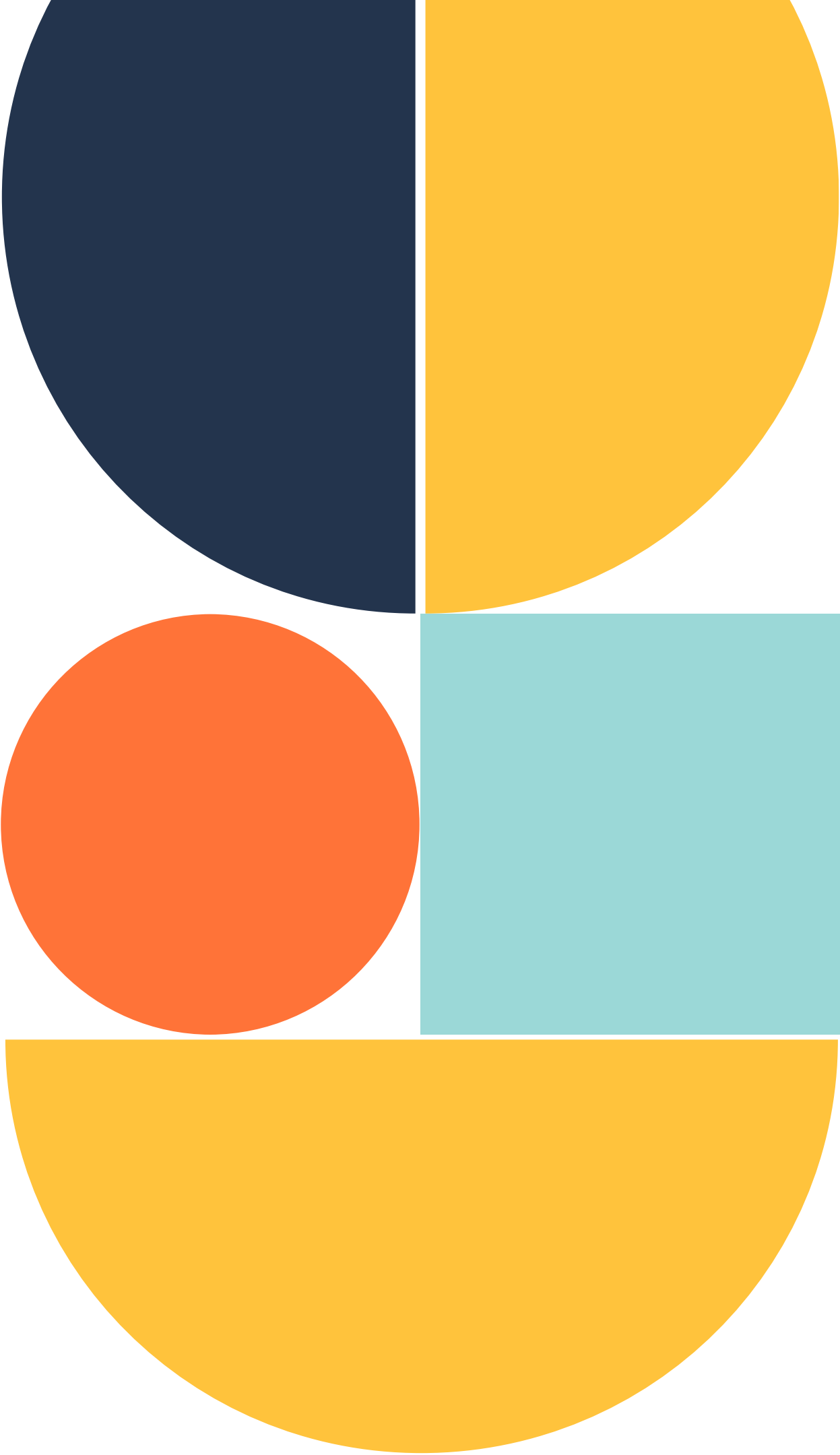


Chinese Culture

- 3600 years of written history
- Rich Culture
- Traditional value is prioritised.



(Hinner, 2014)



Intercultural Communication Theories

Cultural Convergence

- Open exchange between cultures
creates uniformity
- Restriction between cultures cannot
create diversity

(Locker and Kaczmarek, 2006)



Intercultural Communication Theories

Communication Accommodation Theory

- Use of language technique to shorten language gap
- Chinese people are not eager to speak English

(Schmid, 2019)



Intercultural Communication Theories

Cultural Fusion Theory

- Adopting local majority culture
- Undergoes a fusion of two culture

(Schmid, 2019)

Cultural Challenges



- Language Challenge
- Difference in negotiation approach

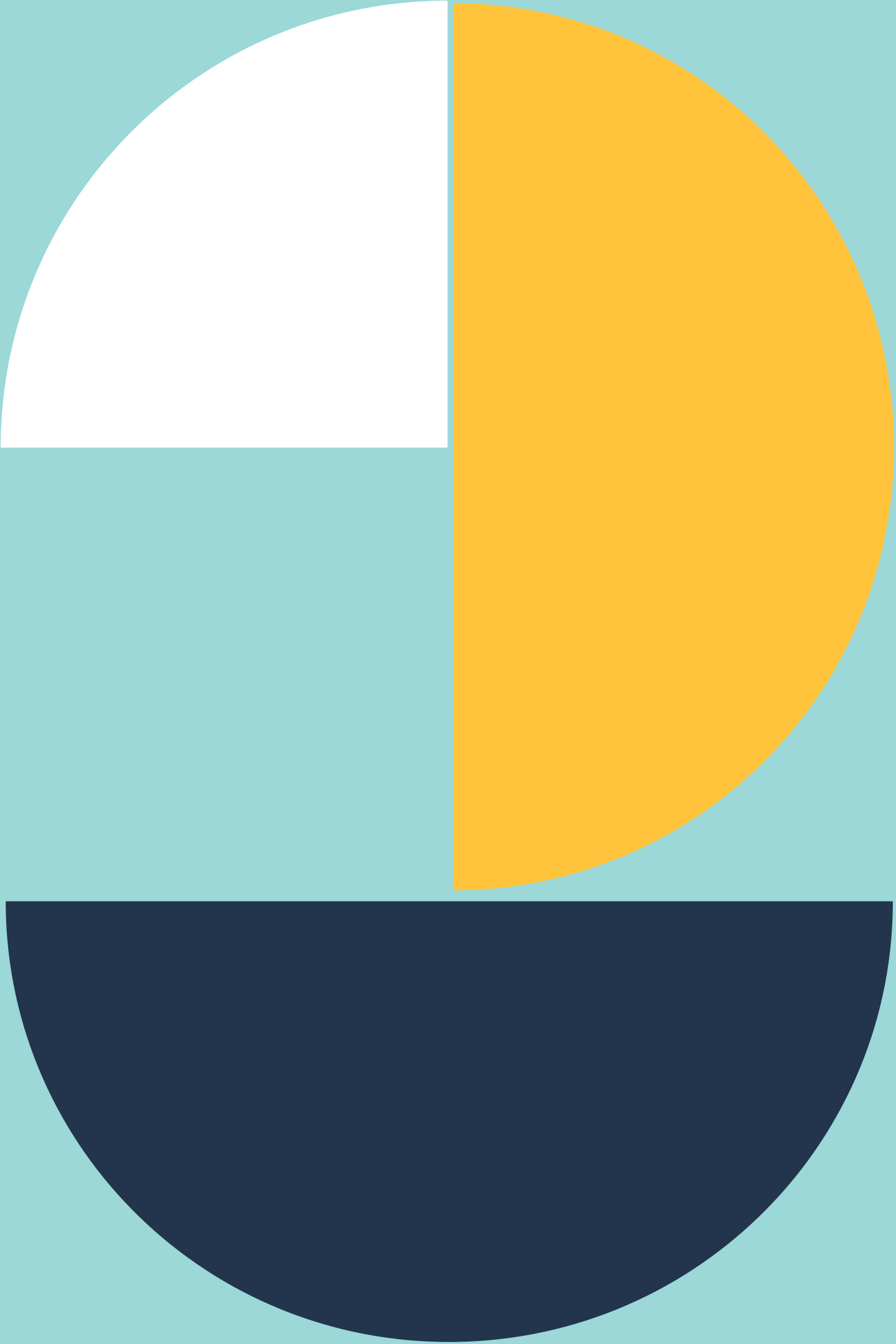
(Hinner, 2014)

Cultural Challenges



- Chinese people focus on relationship
- Long term goal is important
- Chinese believe in collectivism

(Tong, 2016)



Recommendation

- Arranging cultural exchange
- Hire people for translation
- Respect Chinese norms and values
- Follow Chinese negotiation approach
- Clarify goal and expectation

(Wall and Minocha, 2015)

Conclusion

- Culture is vital factor for business
- UK and China has totally different culture
- The company shall follow the provided recommendation

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Thank
You

