

Assignment Title: Assignment 1

Module: International Business Communications

Module code: LCBB6001

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Introduction

International business communication is the process of doing communication through worldwide boundaries. Globalization is the basic reason behind the increasing effect of international business communication. It is basic way of communication from people to people or from business to business globally. It is a comprehensive area which incorporates the activities of communication including media, political factors, cultural factors and many more. International business communication increases the business opportunities and improve cultural relations among countries. it helps in employee efficiency and teamwork. In this report we will study about the international business communication and the differences in cultural expectations and differences in cultural sensitivity from UK to Bulgaria. (Griffith, D.A., 2002)

Main Body

Introduction to the context of international business and communication

International business communication is the source of transmitting information between business and individual across international markets. Communication plays a very crucial role in global business and having an effective communication helps in succeeding the market. International business communication support when employee knows how to communicate and solve the conflicts globally. This helps when people from different culture work together for an organization. it causes the awareness of the product among the customers and influence them to buy the product. The need of international communication is increasing rapidly because of the increasing effects of globalization. one of the example of international business is "Apple". It was founded by Steve jobs and opened its first international business in Tokyo, Japan. At present it has internal supply chains in forty-three countries that supply the products to China for the production. Having a strong relation and bond with suppliers and investors makes this company as one of the most successful companies in the world (Gesell, C., Glas, A.H. and Essig, M., 2018). There are many advantages of international business communication which are: it increases the productivity and adeptness. International business communication helps employee from various background to work together. In enhances teamwork as employees from different culture and respect each other's thoughts. International business communication provides a global business edge by providing trainings to the employees and making an organization successful in the global market. With the help of international business communication there will be more supplier to contact and more ideas to connect. Increase in global communication also increase the opportunity of business in the international market. Global communication helps in improving cultural education.

Application of the theories in context of international and intercultural communication in Bulgaria

Intercultural communication refers to the cross-cultural communication. As the communication has been done among different cultures it leads to create numerous challenges. As the different culture are aligned with different faith and values. Based on that, people reveal their reaction. Therefore, it is highly important to understand the major cultural aspects of the people that helps in implementing effective intercultural communication. Here is the description of the major theories in relation of inter-cultural communication that can be used by TESCO for establishment of effective communication in Bulgaria.

Hofstede Model

Hofstede model of cross-cultural communication is concerned with the certain dimension and those are, Individualism-collectivism, power distance, uncertainty avoidance and masculinity-femininity.

Individualism-collectivism dimension of theory states that, the business should focus on the individual need of the society. Whereas the collectivism says that the focus needs to be made in collective form so, the needs of whole people in society can be full fill. Thus, to perform the expansion of TESCO in Bulgaria, individualism dimension needs to be adopted as the people of Bulgaria believes in unity rather than individualism. Power distance is concerned with viewing of culture as the power relationship among people. In context of this dimension TESCO needs to focus on understanding the culture that has been adopted by the people in Bulgaria. Uncertainty avoidance dimension is aligned with the extent at which the society can take risk and accepts the uncertainty (Steinfatt and Millette, 2019). Thus, in context of this, TESCO can identify that, whether the people of Bulgaria accept the firm in their culture or not. Last dimension that is related to the masculinity-femininity says that society with masculinity belief focuses on materialism while society with femininity concerned with the beliefs and emotions. It has been found from various studies that, people in Bulgaria are highly conscious about the emotion faith and belief. Thus, TESCO needs to over create effective interaction with the people in Bulgaria in context of creating effective communication and reducing the cross-cultural differences.

Samovar

This theory of inter-cultural communication says that it is highly important to understand the emotions of the people as the emotion of the people are aligned with their culture. If the emotions of the people have been understanding in effective manner, then it automatically creates impact over understanding the cultural values of the people (Sentishcheva, 2021). In similar manner., TESCO needs to understand the emotions of the people in Bulgaria, and this can be done by assuring focus over the consumer behaviour patten of the people in Bulgaria.

Critically analysing the cultural sensitivity in terms of doing the business in Bulgaria within highlighting the relevant examples

Cultural sensitivity refers to the awareness, knowledge, and acceptance in relation of the other culture. In terms of expanding the business at another country a keen focus needs to be made over the cultural sensitivity elements. As the business that is going to be expanded in another country needs to have the strong knowledge of the cultural aspects that has been performed in another country. Culture has been determined as the most important element that is aligned with the numerous sentiments of the people. TESCO is one of the leading retail firms that is expanding its production and business at Bulgaria. Thus, the firm needs to assure special focus over understanding the cultural sensitivity of the country. Here are the major aspects that is needed to review by TESCO in terms performing their operations.

Religion - It has been found from various studies that in Bulgaria people are highly obsessed about their religion and their sentiments easily gets hurt if the respect has not been assured to their religion (Dasih and et.al., 2019). Thus, it is important for TESCO to assure the respect to the people who will be appointed as employees in the company in Bulgaria. For example: If the sentiment of the people has been hurt then it directly impacts over the operation of the TESCO therefore, the company needs to assure respect to all the individuals in the country whether they are consumers or employees.

Language - The people of Bulgaria speak Slavic language. Therefore, the company needs to promote their products in this language. So, the awareness to the people can be created within generating cultural value in them. For example, if company performs promotion in different language them, it leads to create dissatisfaction for the customers. Often, the cultural aspect of consumer behaviour

highly gets affected here. Therefore, it is highly important to create the sense of belongingness in the customers so, they feel satisfied, and their cultural sensitivity can be understood.

Faith and belief - It has been found from various studies that, in Bulgaria to assure success to the business it is highly important to create personal interaction with the people of the country as the people of Bulgaria are concerned with the emotions that are aligned with their faith and belief (Ferri, 2018). Thus, it is important to establish personal interaction with the customers and the employees that will be appointed from the country.

Discussing and analysing the communication barriers that can be experienced by foreign business in Bulgaria

Communication barrier refers to those barriers that creates leads to impact over the communication process among the people. This has been considered as the major barrier in the international business (Milton and et.al., 2020). In context of the expansion of TESCO it can clearly state that the firm going to face the numerous communication barriers as the firm is from UK and the company is performing expansion in Bulgaria. Therefore, it is highly important to analyse the communication barriers that can impact the operations of TESCO. Communication barrier in global context is just not limited to receiving and sending of information. It is a wider concept that includes:

Linguistic barrier - This has been determined as that communication barrier in which the people of different nation speak different language and when they interact with each other. Then, it becomes hard to exchange key information among the people. To expand business in Bulgaria it is highly important that, TESCO appoints the managers from the country itself who knows the language and the major task needs to be given to them (Altan, 2018). Furthermore, a translator needs to be appointed who can translate the information.

Cultural barrier - Cultural barrier in communication is mainly happened when the communication has been done among two culture who are concerned with different background. In similar manner, the scenario is same here as the communication must be done among people of Bulgaria and TESCO members and owners. Both are aligned with their culture & they will communicate in such manner that has been guided by their culture. For example: different nation has different way of greeting some use handshakes while some uses smile on their face. However, in UK and Bulgaria the texture is same and in terms of greeting people handshake has been done. Thus, many of the elements are same in both nations.

Psychological barrier - This barrier of communication is concerned with the barriers that affects the emotions of individuals. It involves lack of attention, lack of trust and so on elements. Thus, it is concerned with the emotion of people (Ganapathi, 2019). In similar manner, this barrier can be faced by TESCO if the company does not assure satisfied products to customers in Bulgaria. The customers will have the lack of trust towards the TESCO and as TESCO is from other nation therefore, creating trust is the foremost duty of company.

Providing appropriate communication strategies and other recommendations to the TESCO in terms of experiencing growth in Bulgaria

Here are the major communication strategies and recommendations to the TESCO so, the firm can solve the cross-cultural communication barriers.

Communication strategies:

Hiring an international & Multilingual staff - Hiring professional experts that knows the languages of different nation is one of the best communication strategies as these experts knows about the language pattern of the country. Also, they have the effective knowledge in relation of the needs of local people. Therefore, TESCO must hire these professionals as helps in reducing the communication barrier with their experience and effective knowledge of language. Moreover, they assure effective focus over creating promotional content in the national language of the country in which the business is expanding. As a result, TESCO gets the opportunity of creating the interaction with the people in Bulgaria and it provides positive impact overgrowth and success of company.

Implementation of regular meeting culture - Employees of the TESCO that will be appointed from Bulgaria as the company needs to appoint employee from that country as the business is expanding there. Therefore, TESCO must focus over establishment of the regular meeting culture to ensure effective communication with the employees (Omelková, 2018). Communication strategies is just not limited to customers in Bulgaria. However, the focus needs to be equally made over the people who appointed as employees in the company at Bulgaria so, the new strategies can often know by the TESCO from the employee that has been appointed from there as they know about their culture.

Offering customer service in local language - The customer services to the people should be given in the local language instead of giving it another language. As it leads to attract the attention of the customer towards the firm. Customers have a desire in relation of experiencing effective customer service. Therefore, TESCO must offer customer service in the local language so, effective interaction with the people can be done.

Recommendations

Creating website in the different version of language - TESCO must create their official website in different language so, the people in Bulgaria can easily reach the website and can easily understand the policies and benefits that is assuring by the firm at global level. This leads to create effective image of company in front of the customers.

Public relation programmes - TESCO should organize public relation programme that enables effective interaction among the people of Bulgaria and TESCO (Smyrnova, 2018). As it has been evaluated that, to gain success in Bulgaria it is important to create personal interaction with the people so, effective understanding can be implemented among the people and firm.

Conclusion

From the above report it has been concluded that, international business communication is the important concept as this is aligned with understanding major elements that affects the business expansion in global context. The report has highlighted the major parameters in relation of international business communication that are needed to perform in expansion of TESCO in Bulgaria. Along with this, the theories related to international & intercultural communication has been highlighted. Also, the major elements of cultural sensitivity have been described in the report. Communication barrier is one of the major barriers in the international business as the language of the different countries are different and this acts as barrier in making communication. Lastly, the communication strategies and recommendations has been provided in terms of solving the international communication barriers.

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