

International business **communication**

Assignment 1

International Business communications

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INTRODUCTION

The internal business communication is also refer as the global communication and transnational communication and this is the communication practice that occurs across the international borders. The requirements of the international communication is increasing effects and influence of globalisation. The international communication is plays a significant role in the breaking down cultural barriers as well as increasing awareness of the cultural standard. The culture in the every country is bring communication challenges to the every business. The effective international business communication practices assist in the maintain these complex business dealing. This report is based on the global business communication which is based on the Morrisons which is the UK based supermarket as well as it is the fourth largest supermarket chain. This organisation is planning to relocate its production into the china which is the most developing country. This report is also consider the global business as well as communication with the short introduction of the nation (Bannier, Pauls and Walter, 2019). This is also consider the Hosted model for the cultural sensibility. There is also explain the communication barriers which are associated with the communication strategies in context to the organisation to deliver a good discussed in the report.

MAIN BODY

International business and communication

The term international business is explain as the trade of products, services, technology and knowledge across national borders as well as global scales. The international business is implies that moving as well as managing the business operations within the domestic nations. According to the successful business organisation is recognise the diversity of the global marketplace and are able to cope with the quality as well as risk of doing business in a changing global market. The organisation that shows openness to general merchandising strategies as well as new products. The business organisation is need to aware about their culture as well as social factors of the new nation in which the establishment is planning to relocate (Obradović, 2021). Now a days, the global business is essential for the business organisation because the external sources are the essential for the decrease the cost of the establishment and increase the productivity as well as profit margin. The development of the technology is facilitate the organisation to take several methods for the global business and achieve the market opportunity to increase the

competition and stay in the market. The communication in the international business is essential to develop the technologies in the international market which are resulting in the increment in the business. There are several business communication tools which are utilised by the owner of the business that can effectively conduct the internal business communication. These are plays a significant role on the stay in touch with the internal customers and suppliers as well as it is also maintain compatibility. The global business communication is also refer as cultural communication and bilingual communication which are assist in the success of the business with the efficient as well as effective communication.

Introduction of China

There are several country in the world but the China is the one of the most developing nation. The China is the most popular nation in the East Asia and it has population approx 1444.2 million. The stability of the country is highly dependable on the economy of the country which is highly powerful and the China has the world's second largest nominal in GDP. The China is may be on track to become the largest economy in the world by nominal GDP in the years to come. The political structure f the country is based in the hereditary monarchical system. The technology system of the country is very developing and very innovative and have good economy which are assisting in the scientific research and the growth of the country. The China is growing their culture, artificial intelligence and robotics with the development in the science or technologies. It is also have the biggest technological or telecom network and every individual is the technology oriented and have smart phones. The communication culture of the china is explained the wide-ranging numbers of the languages which are includes 292 language approximately. The main and national language of China is Chinese (Heylighen, 2021).

The population of the China is follow the Chinese Buddhism and Confucianism cultural in their daily lifestyle and way of leaving. There are several difference of the as compare to other nation. The difference are such as language food, lifestyle as the as different clothes. The culture of the China is includes the traditional culture as well as modern culture and these are essential for the long term stability of the organisation. The culture of the organisation is basically is based on the quantity over the quality.

Hosted Culture Dimension model

The Hofstede's Culture Dimension model is formulated by the Geert Hoisted and this is a cultural model which is based on the differences in the values as well as beliefs with respect to the

working goals. This model is supply the important information about the differences between nations and aspects for manage these difference. The Hosted determine cultural dimensions that are internationally applicable and reflects all factors of the life such as family life, child rearing practices and employment (Mariani, Borghi and Okumus, 2020). The model is includes the six dimensions o the cultural factors that are essential for determining the overall picture of the culture of the specific country. The six dimensions are explained in relation to UK and China.

Power distance index: According to the power distance index, it is explain the extent to which the less powerful members are accept and expect that power is distributed unequally. In context to UK, it had it has low power distance index which is 35 that means the social group of the country is not accept the unequal distribution of the power. The establishment like Vodafone has blandish structure of the establishment. In relation to the China, it has opposite score of the power distance index which is 80 that is highly stand for the culture of the organisation f hierarchy. The social group of the nation is OK with the big gap between authorisation as well as unequal power system (Mariani, Di Fatta and Di Felice, 2018).

Uncertainty Avoidance index: The uncertainty avoidance index is used for addresses a society's tolerance for uncertainty as well as ambiguity. The UK nation has low score for this index that is 35 which is associated with the innovation of culture in the organisation. He population of the country is feel relaxed in the for the ambivalent condition and they also have the potential for handling in emergencies condition. The uncertainty avoidance index for the China is 30 which is explained the relaxed as well as comfortable environment for the uncertainty in the different country which are associated with the innovation of culture.

Femininity vs. Masculinity: There are toe different countries which are UK and China which have the same score for felinity as well as masculinity that is 66. These are explains the culture of the people which gives the priorities for money as well as achievement in the both of the nation. The organisation of the nation is highly aimed on the success and achievement. Thus, Mel society is highly preferable because of their aggressive behaviour. The population of the China is also ready for sacrifice their own and rest time for their work precedence (Pelau and Pop, 2018).

Short term vs. Long term orientation: The culture of the UK is standard as well as practical for their long term goals. The score of the UK in tern of long tern orientation is 51 and that is explain the intermediate degree of the population for the short term as well as long term targets in the establishment. The population of the China is highly oriented on the long term goals

and the score of this factor is 85 which is explaining the practical approaches. The social groups or the nation is believes in redeeming as well as investment on the uncertain conditions.

Restraints vs. Indulgence: In context to UK, it has the highly intelligence culture which score is 69. these are explain the extent and tenancy for a social groups to fulfil their desires and also represent the emotions of the employees. In the culture of the UK, persons have cheerful behaviour and use the high value of vocal speech. In relation to China, it has the score of this dimensions is 24 which is explaining the low culture and tendency of social groups. The person which are associated with the culture of the china are highly controlled and influence the culture and rigid behaviour for the culture of the organisation (Kumar and et. al., 2020).

Cultural Sensitivity

The cultural sensitivity is explains as being aware that cultural differences as well as similarities in the people exist without assigning them a value which is positive or negative, better or worse and right or wrong. This is assist in the rising awareness of the refinement of cross-culture communication and the significance of the words, actions, gesture as well as body language. Therefore, the culture of China is different form the culture of the UK and they have different socialist economy. In relation to the cooperate world culture, it make the preference of the inner relationship other then he business organisation. The nation is large and have the high technologies that are utilised by the person who are work in the technical work and building the team. These are used in the team work for the good practices to increase the productivity and achievement of the objectives (Tsaurai and Chimbo, 2019). The China culture is used in the building of the team which plays a significant role and the organisation is want to establish their business in the China and aimed on the team building. The cultural sensitivity of the china is also plays a significant role in the building the market strategies and these apply at the work place surroundings. The aspects of the cultural sensitivity are assisting in the selecting the appropriate market strategies, channels as well as people who will choose for the sharing the information in the advertisement. There culture are plays a significant role and the some different culture is engaged with the them then the organisation is faced lots of trouble and issues in the working of the establishment. The people in the China are time punctual and the organisation will not choose that person who are not punctual in time and late in the other things. There can been seen that the individuals form other nation is not punctual in time and so planning for the relocate in the China for making the enlargement of the business. These are become very crucial to make habit of managing the time in

a appropriate manner. The modern culture of the China is explain that places are not involved in any ornament in the organisation. Therefore, the culture of the china is suitable for the development of the organisation in this nation. These are plays significant role for the company working environment and development. These are also essential for the country population and these are also the reason for the every organisation which is making the enlargement take the culture in a specific manner.

Communication barriers

The communication barriers can be defined as the anything that prevents the individual from correctly getting as well as accepting the messages from others which are associated with the communicate their information, thoughts as well as ideas. These are the main and basic issue which are faced during the international business communications and planning for the enlargement. There are various aspects of the communication barriers which are language culture as well as psychological aspects. In relation to the enlargement of the establishment in the China, the UK establishment must be aware about the communication barriers which are present in the planning for successful international business communication (Boonkongaen, 2018).

Linguistic Barriers: The language barriers are the one of the main barrier in the communication which are basically occurs when the two county have the different national as well as standard language which cause communication gap in the people. There are China as well as UK both are the continuous developing countries and have big difference between their languages. The UK standard language is English where as Chinese and Mandarin is most common language in the China.

Culture Barriers: The culture of the nation is also plays a significant role in the communication between the people. There different country have the different culture which are resulting in the communication barriers for the establishment. There are China and UK both have different culture which are associated with the ineffective communication of the organisation (Raible, 2019).

Communication Strategies

The communication strategies is the one of the business marketing tool that are assist the establishment align their communication as well as it produce meaningful cohesive message. These are essential for the attain the communication strategies. These strategies are mainly aimed on the internal as well as external communication. The good communication is plays a significant

role in the maintain communication strategies which can decrease the challenges which are faced by the every organisation. There are some strategies which are used by the UK in China, are mentioned below:

One-to-one communication: The one-to-one communication is plays crucial role in the direct communication with an individual. The strategies are includes the most effective communication which are the most effective communication manner for the personal interaction. The organisation in the China are used this communication strategies (Olson, Berry and Kumar, 2020).

Allowing everyone to speak in the meetings: According to this strategies, which are allowing the people to communicate their personal thoughts and ideas which are assisting in the making the effective communication. These are help to the individual to to share their strategies and build the good image of the organisation. The team leaders are also very significant to open up with the team and promote them to supply their ideas.

Multiple modes of the communication: There are several people which are working in the organisation for the development of the organisation. The organisation is try to make their relocation in the China and the main aim of organisation with the different manner which they can use for the communication.

Involvement in difficult communication: There are every person are involved in the communication and they are having the communication is not as their choice. There are tow options for the communication which are leave the conversation or have the conversation and the second one is trying to understand the what the other person are trying to communicate (Shapovalova, 2019).

CONCLUSION

From the above discussion, it has been concluded that the multinational companies are relocate in the developing countries to enlargement of their business and increase the productivity by use if the natural sources of the nations as well as it decease the cost of production. There is also explain that China is the one of the most developing country in the telecom, technology and other aspects which gives the opportunity to the organisation to enlarge their business. It is also consider that the UK and China has the different culture which impact in the development of the business.

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