

International Business Communication Assessment 1

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Introduction

British communication styles help the business organisation for the achievement of fundamental goals and targets. When doing business it is very important to make communication between employees and outsiders in the most competitive markets. The study aims to identify international and intercultural business communication to intercept the recipient from understanding the instruction and information delivered by the sender. This research is intended to be used for companies' internal and external communication that can be analysed barriers to diverse human resources. The company needs to follow different strategies to make communication effective and never be the inappropriate condition. It can be done through one-on-one communication, language issues, titles and provide to make more business contact that brings mutual understanding. The organisation has to focus on achieving goals and objectives for the success of the business world. The management function cannot be performed well with effective communication from Planning to controlling the process

Overview of the company

Tesco Plc is the third largest multinational retail company in the world founded in London, UK. The company is established in 1919 by Jack Cohen to provide a wide range of products and services at an affordable rate to a potential customer (Aiello et al., 2020). The Tesco Company operates its business through stores and online services that can differentiate the product by size, affordable price, food, household appliance and consumer electronic products. Communication between employees to is the concentration of Management that has to be effective manner. The Tesco Company followed group communication and many other strategies to plan the human resource are on the same page regarding matters for consumers, and stakeholders. Corporate communication culture matter in business for different store and distribution for successful conviviality among employees and management. The Tesco company's internal communication belongs to employees and the stakeholder to convey the message for increased production into the business. On the other side, external communication in the company enables via Facebook, Twitter, website, annual reports, case studies, company articles, newsletters, email and many other social media platforms. But sometimes Websites, social media Events and photography can be internal or external ways of corporate communication (Awadari and Kanwal, 2019).

Theories of international and intercultural communication

The Tesco Company is utilizing the theories of international and intercultural communication for effective group decisions introduced by Geert to compare values, employee behaviour and organisation communication culture between countries. The five important cultural dimensions that have a significant effect on the behaviour of resources and management (Chakravorti, 2023)

Power distance (PDI)

The first dimension of Hofstede's model is power distance which identifies the intensity and inequality among employees and groups of employees to which cultural values and power is based on a flat hierarchy in the organisation. The company has decentralized decision-making power because they fully depend on localised decisions to reach need and demand (Wang, Torelli, and Lalwani, 2020). The low-level employees with low power distance believe that they get more benefits and power by doing hard work and motivation. On the other hand, the high score power distance people think that they will instruct subordinates.

Individualism vs. collectivism (IDV)

Another orientation of the model is Individualistic in the organisation which means every employee needs to be encouraged to achieve by their thinking and actions. This factor reinforced to do collective action on performing work with teams and groups to achieve the regular target. Tesco creates a healthy work environment with individualism and collectivism for the growth of the organisation and employees by showing the creativity of innovation and flexibility (Allan, 2022). This will help to maintain work-life balance and time without disturbing resources personal and professional life. The company develops challenging work culture to complete the task and goal and keep motivating them by that individuals did not get bored with the same type of work.

Masculinity vs. femininity (MAS)

The company distributed the work assignment according to gender male and female in Masculinity vs. femininity orientation. They are not biased between men and women. The company allocates work due to individualism in the United Kingdom as compared to Japan and another country they are going to moderate (Palviainen, 2020). The company

only focused on work-life quality and work environment therefore less competition in compensation and benefits on task. Tesco does not believe in gender differentiation for the company's job role and taking responsibility to complete the tasks. The company equally facilitates work material and is treated equally to make progress in the company.

Uncertainty avoidance (UAI)

The next dimension understood that cultural liberalism of uncertainty and acceptance of risk. Tesco believes in a change management process for the company culture, and day-to-day activity when building team purpose. They are always getting ready to change in the internal and external work environment without striking employee performance. The company and employees take risks to reduce failure in opportunities and benefits. Human resources are engaged in the decision-making process on certain topics and discussions by looking advantages and disadvantages of undivided decisions. The company has divided its business operation into three dimensions top, mediate and low level of management in its retail stores (Dimitrova et al., 2021).

Long-term vs. Short-term orientation

The resource in long-term orientation is self-motivated, dedicated towards work and taking responsibility for work. They show commitment and loyalty toward work that encourages providence, savings, and persistence regarding outcome and status relationships to obtain an objective. The Tesco Company selected more and more educated and merit list employees from the society and communities and they keep trying to learn and get training to complete the job satisfaction. The individual can find the problem and improve companies' performance (Quaye, 2021).

Evaluation of cultural sensitivity business in the UK with example

The company with cultural sensitivity encompasses the person's cultural background by making realization and embrace of relationship quality. The company's cultural sensitivity when doing business in the UK plays an important role in international or foreign countries. According to different theorists, cultural sensitivity in the company creates milestones due to a lack of knowledge. They need to remove the cultural fence and maintain a good relationship with the stakeholders, partner, buyer and seller to succeed in international marketing. Any company cannot handle a long-term relationship with their stakeholders. Cross-cultural sensitivity includes three dimensions that are Cognitive dimensions, Affective dimensions and Behavioural dimensions

Cognitive dimensions

This Dimension will work according to people's attitudes, views, understanding and thoughts about cultural values and beliefs. The company fully adopts cultural sensitivity to make a better relationship with the buyer and suppliers from different communities and cultures. Cognitive awareness develops the most effective ways to communicate and interact with intercultural aspects. It can show the flexibility and conclusion that are necessary for international business. It will create comparison and knowledge about the cultures and society in the business context. Effective understanding requires attention to the subconscious process of other cultures. For language barrier cultural sensitivity help through cognitive knowledge to make better communication between two different countries and languages. These components will be appreciated by the affective sense of people. The company requires more open communication and necessary aspect in terms of cross-cultural competencies. This process creates more knowledge and awareness about a different society (Kovács, 2020).

Affective dimensions

It is related to individual emotions, feelings and sensitivity. People with Affective dimensions require knowing about the experimental approach in which employees behave and actions to display emotions. The second dimension of cross-cultural sensitivity is very important to show social, moral and motivational effects. This will

capture the feeling and particular work-related emotions generated by the relationship among cultures. Communication just cannot be verbal ways of communication it also shows through actions, body language and facial expressions. It can lead the miscommunication in the organisation to demonstrate emotions. If the company have a neutral work environment shows unprofessional behaviour in the affective cultures.

Behavioural dimensions

The last but not least dimension of international cultural sensitivity is behavioural dimensions that show the social interaction and communication among their clients. This will represent the strategies and provide suggestions from specific behavior in cross-cultural competencies (Molinillo et al., 2020). The dimension indicates the thinking and conceptions as compared to thinking of other cultures that can integrate and adoption of culture. It shows the cultural values and characteristics of companies' clients. The employee does not want to create the chance of a traditional work environment (Cooper, Heron, and Heward, 2020).

Barriers Cross-Cultural communication and overcoming Barriers to a diverse workforce

Misunderstanding

In the organisation all the team members have a common language but when some individual come up with a different language and they are more fluent language create social distance. People with different languages and cultural background face difficulty to survive in the work environment. It will create misunderstanding in conveying the message to compete people and work performance. By taking the example of a Human resource manager explaining company norms and policies in English within the organisation but the range of accents or understanding the native-speaker idioms make it difficult for the workforce or new employees. The manager needs to slow down and use an accent according to the team (Jain, and Pareek, 2019).

Norms and roles

The norms and roles determine the individual's behaviour and culture. Every culture has its norms and roles that are acceptable and appropriate to interact with and build relationships. They respect others' norms but do not want to follow the same. While taking an example of an organisation, the company has different departments with different posts but the sales employees, production employees and other employees have their roles and norms for doing the work. They are differentiated according to the multicultural team. Sometimes it will create anxiety and violation and distract the communication process.

Beliefs and values

Individual beliefs and values are differentiated according to person to person. The person from different cultural values and attitudes can diverse business environment between team members. They need to communicate effectively to reduce misunderstanding and misguiding. The company set their value to obtain goals with the direction of interaction with clients, employees and shareholders. The organisation work according to understanding people and customer needs and tries to fulfil the requirements. To set a positive environment at work the company provides a code of conduct with a set of values for employees. Sometimes they involve the core principle held by the organisation that

should be good and important in the workspace. It shows the company's actual functioning report and where the company is going to stand in the market.

Stereotyping

Sometimes inadequate information about an individual tends to people's judgments. This can be challenging for employees to overcome communication in the work culture. The employee's excuse for not collaborating part in any functional activities with the team member instead of communicating and making another person understand. From different countries, employees worked in isolation and did not share much information among team members. Anyone cannot judge any person as a stereotype but some people prove themselves by limiting or divisive in the organisation.

Ethnocentrism

They are the person who doesn't care about conscious and unconscious condition. They look forward to the economy from their perspective and give ratings accordingly. They provide different ideologies with references because they lack knowledge and feel anxiety in the group. They differentiate them through their opinion and create miscommunication between team members. These Ethnocentrism persons are only thought about their own culture and behaviour which will create fear in the group or team. Different team members with different cultural goals have high Ethnocentrism which will create an issue for them (Jerath, and Jerath, 2021).

Communication strategies and recommendations for providing a positive environment

There are various effective strategies to make a better work environment for the success of the business by connecting teams or groups to facilitate the flow of information.

Use communication tools and modes

It does not matter if the person is working in the organisation or remotely, the better ways of communication create an environment. It should be an important part of communication strategy that helps in team building. Many of the technology provide easy and cloud-based video conferencing solution that integrates person in the conference room through devices. Remote working team members feel comfortable using technology from their communication channel and mode in long run.

Give clear instructions

The team leader's unclear instruction on tasks creates miscommunication among the group of members. The manager makes sure they provide detailed information and instruction while allocating the target and task. Sometimes resources stooped and wrongly completed their work it is due to faulty information. The company employees need to implement specific instructions and guidance to follow the details.

Create a friendly and open environment

The manager or team leader has to ensure that every employee asks the question while facing a problem in doing the task. In to open environment the bridge of communication is free. If doing remote work the person feels comfortable asking queries and mistakes.

Encourage meetings and one-on-one conversation

It is the best mode of communication to reduce the gap between employees and managers in the organisation. It develops bonds and understanding among employees for doing the task in a better way. The manager of the company can give opportunities to come up with their queries and problem as well as a suggestion about the performance. Employees feel comfortable sharing their idea and values as individuals.

Priorities onboarding and training

The company trainer and manager need to create onboarding and training practices for new-hiring persons. They can introduce the candidate to the staff and mentors to connect them to employees. Educate them regarding the culture, workspace, organisation environment, and performance they are expecting and clarify to them how they can do work under pressure and manager. Team leaders give employees training and skill priority against the task (Xie, and Derakhshan, 2021).

Improve employee engagement

The recommendation for an effective work environment motivates employees and respects their morale by making the connection with the team member. It can reduce the cost and maximise the productivity and skills of the individual also. The company's productivity can be increased by better employee engagement and customer satisfaction.

Encourage collaboration and communication

As a team leader, establish effective and efficient communication to create a healthy work environment. They have to straight forward about the given task and projects by which every employee understood the company's primary goals. They can high performance by retaining the best people for making team easily attainable.

Conclusion

It concludes that dimension theory creates understanding between cultural and social contexts. Strong communication makes mutual understanding between customer and organisation. To make a cherished communication environment in business organisation for the different level the frame of mind plays a very important role. A healthy and positive work culture motivates employees regarding their jobs and they also see the change in their body language with a positive attitude. Each participant's skills are treated equally to prove ideas on their minds to become successful in the company. Team leaders have to give equal chances to express their thoughts during meetings and sessions. People can improve their proficiency by communicating with people from different communities and backgrounds. It became more challenging for an organisation to grow and develop its perspective. In this report, international business communication shows the strategies

and barriers to fostering workplace policies and procedures. A company needs to create relationships and emotions in some cultural context.

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