



JOINT VENTURE BETWEEN UK AND CHINA COMPANIES

INTERNATIONAL BUSINESS COMMUNICATIONS

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STUDENT NAMES

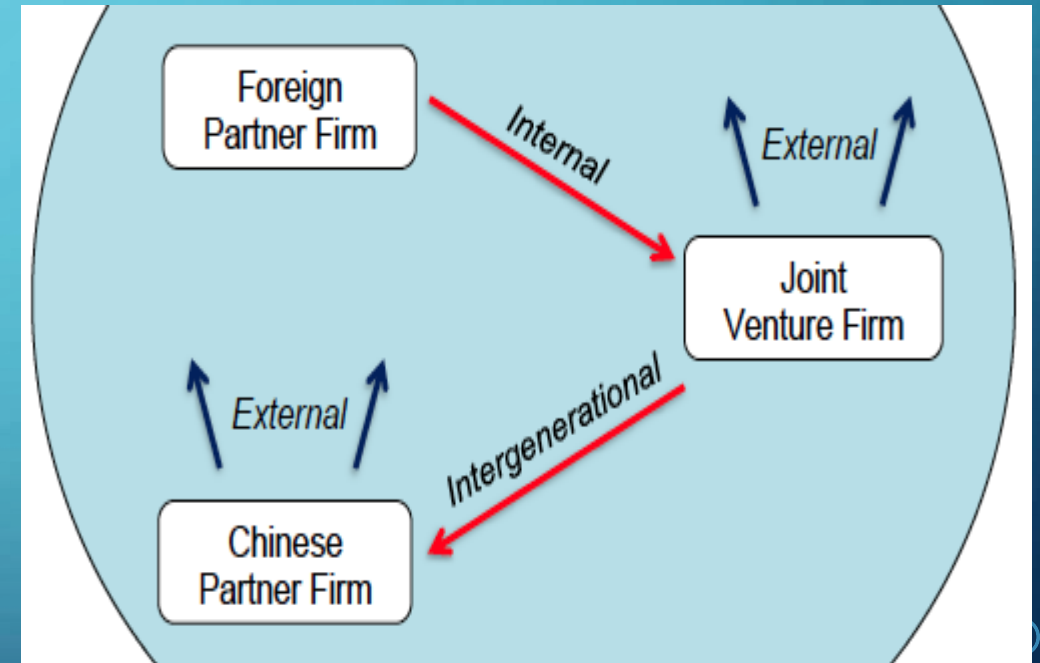
-VASILE SILVIU BRACAU (1919081)

-DRAGOS BUCATARU (1919242)

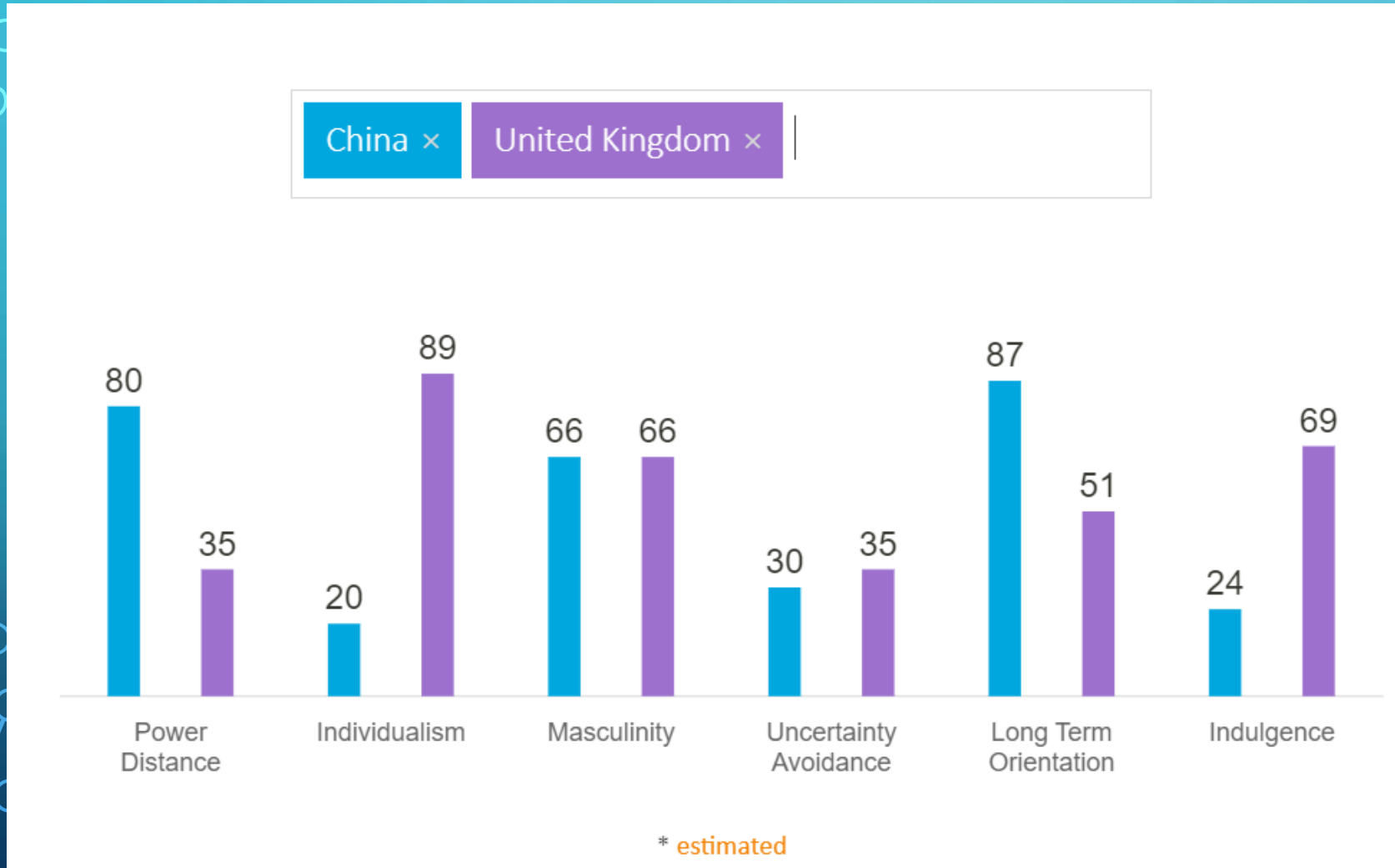
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INTRODUCTION

- A UK-based company is establishing a joint-venture with a foreign company in China
- The establishment can be affected by cross-cultural differences
- Aspects of cultural challenges can affect the joint venture
- The presentation recommends possible solutions for the venture
- It addresses business communication solutions can be used to enable the partnership

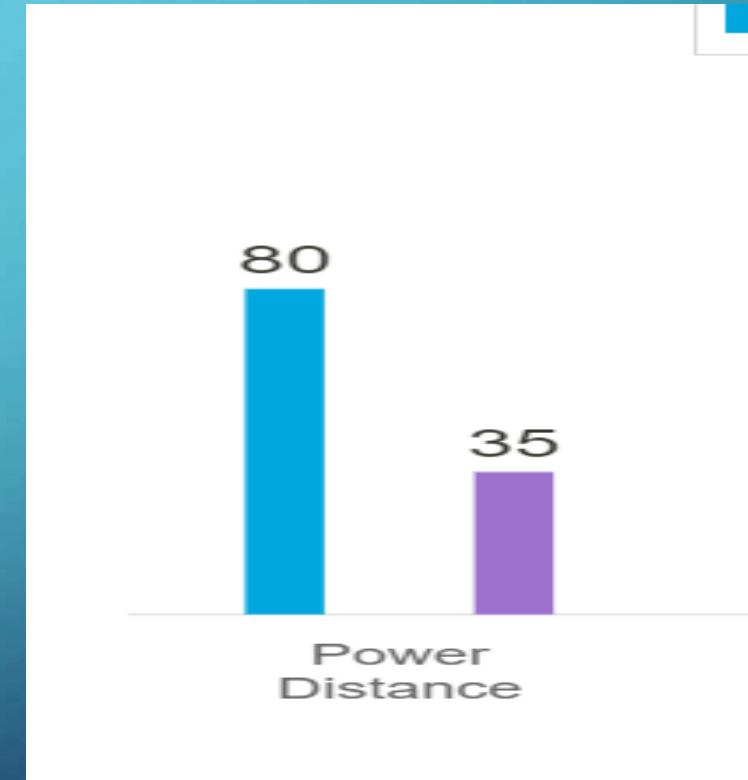


CULTURAL COMPARISON BETWEEN UK AND CHINA



POWER DISTANCE

- Indicates that individuals in the society are not equal
- China's high score of 80 shows that it accepts inequalities in power distribution
- A 35 score of the UK on power distance shows that most people do not accept inequalities in power distribution
- Different attitudes regarding equality can be a cultural barrier for a UK-China joint venture
- Can affect daily communication and decision-making

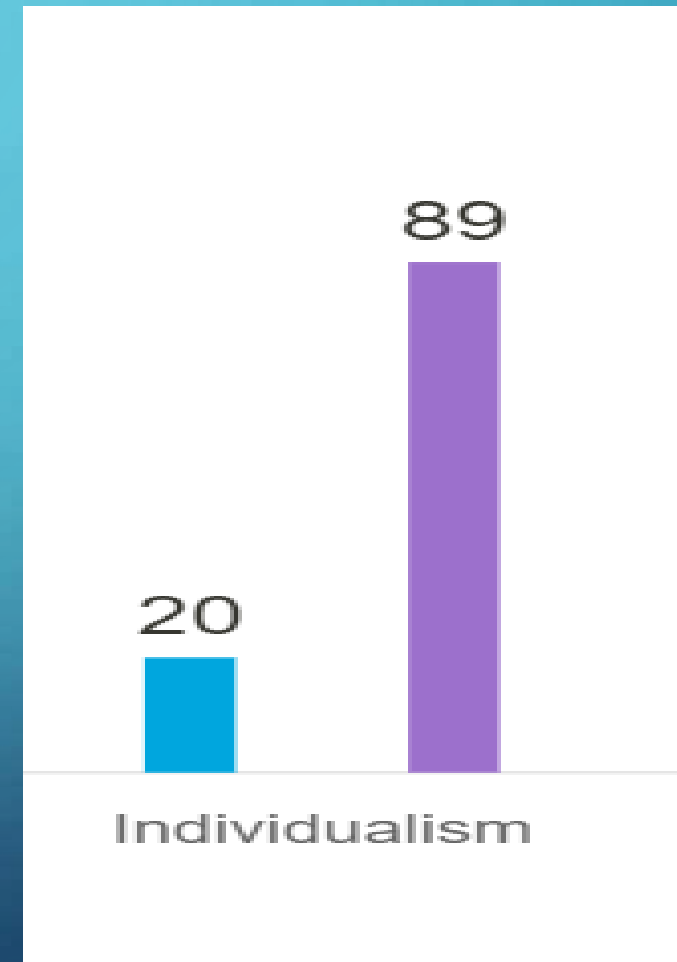


[Hofstede, 2022]

[Beugelsdijk and Welzel, 2018]

INDIVIDUALISM

- An individualist society involves people being concerned about themselves
- A collective society has a deeper recognition for groups
- China has a score of 20, which makes it a highly collective culture
- UK has an individualist score of 89, which means that it is a highly individualist society
- This can be a challenge for a UK-China joint venture

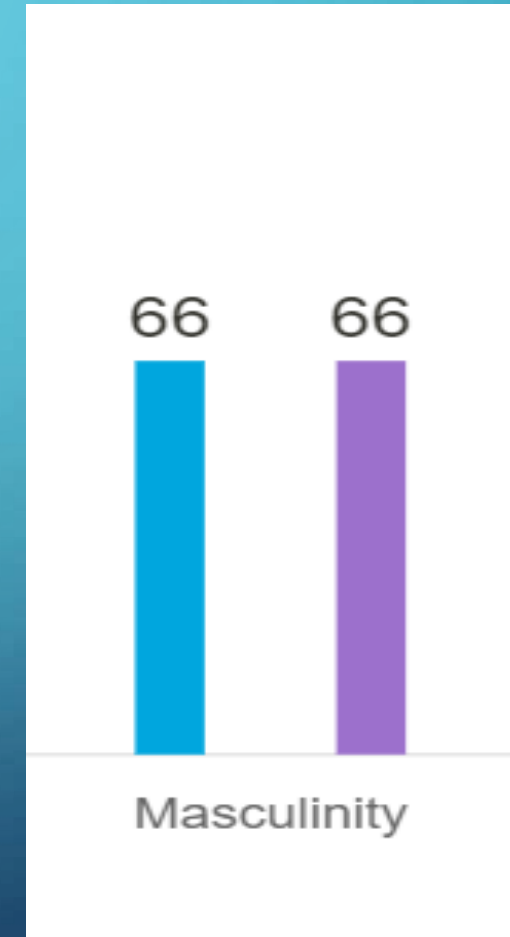


[Hofstede, 2022]

[Beugelsdijk and Welzel, 2018]

MASCULINITY

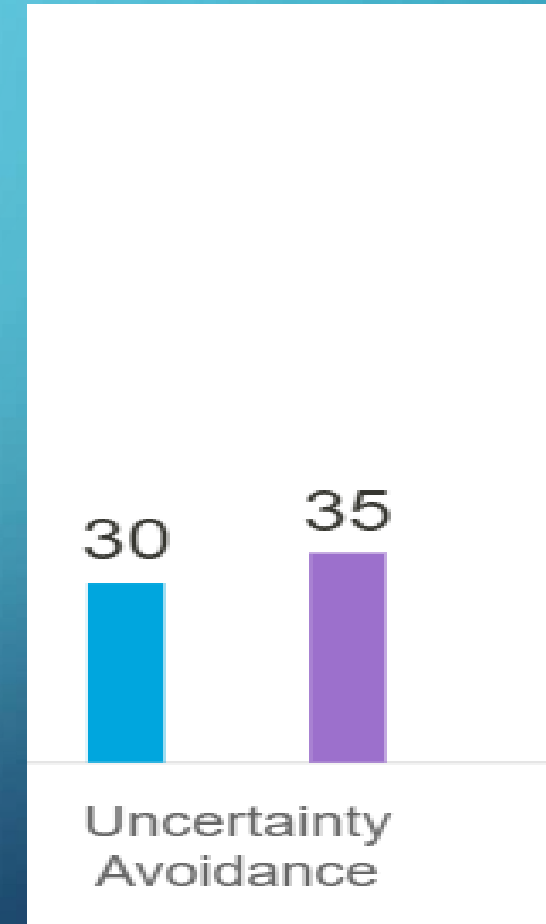
- A high dimension score in masculinity means that competition and achievement drive the society
- A low score means that the individual cares for other factors
- Britain and China have a similar score of 66
- Both societies focus on working and performance ambition compared to family or leisure
- This would not be a cultural and communication challenge for the UK-China joint venture



[Hofstede, 2022] [Huang and Crotts, 2019]

UNCERTAINTY AVOIDANCE

- It means that the society's future cannot be controlled and predicted easily
- This can cause anxiety in people
- Britain and China have a close score of 35 and 30 respectively
- This means that both the UK and Chinese people are comfortable with ambiguous situations
- This cannot affect communication in a joint venture as both cultures are similar

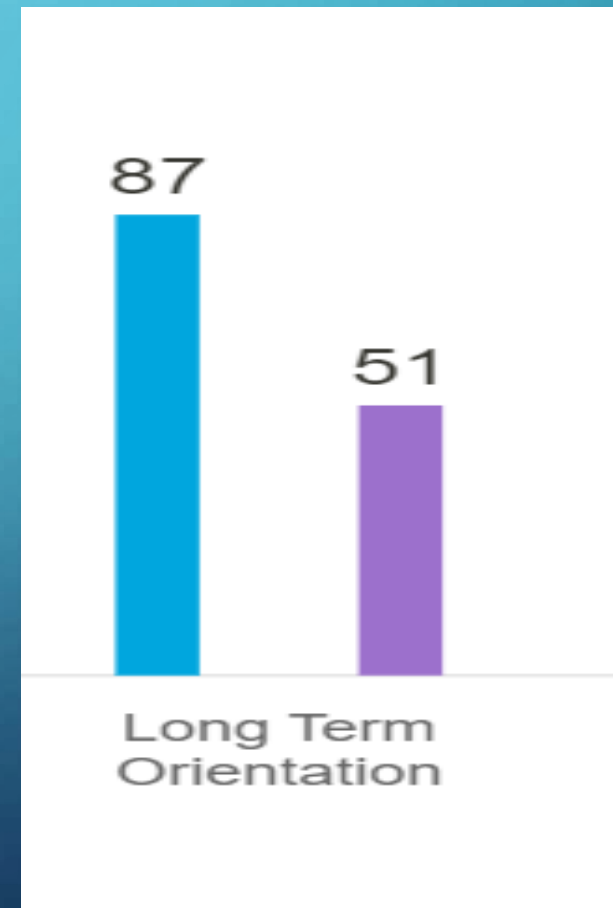


[Hofstede, 2022] [Huang and Crotts, 2019]

LONG TERM ORIENTATION

- Indicates how societies maintains links with its past and deal with present and future challenges
- China's long-term orientation score is 87, which means that it has high pragmatic culture
- Chinese believe the truth depends on context, situation, and time
- British's score is 51 on the long-term orientation score
- This means that it is hard to determine a dominant preference in British culture

[Hofstede, 2022] [Huang and Crotts, 2019]



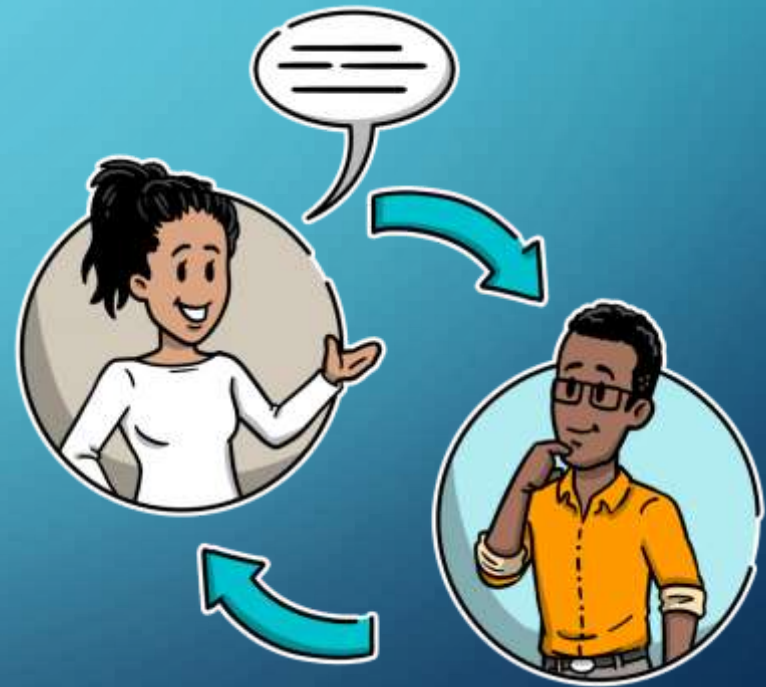
CULTURAL DIFFERENCES BETWEEN UK AND CHINA

- The analysis shows cultural differences from two aspects
- Chinese people accept inequalities, which can polarize relationships between superiors and subordinates
- The UK people do not accept power inequalities
- Individual relationships are higher than task and company
- China is a collectivist culture, which means preferential treatment during hiring and promotions
- UK has an individualistic culture
- These cultural differences can result in cultural challenges for a joint venture

[Hofstede, 2022] [Huang and Crotts, 2019]

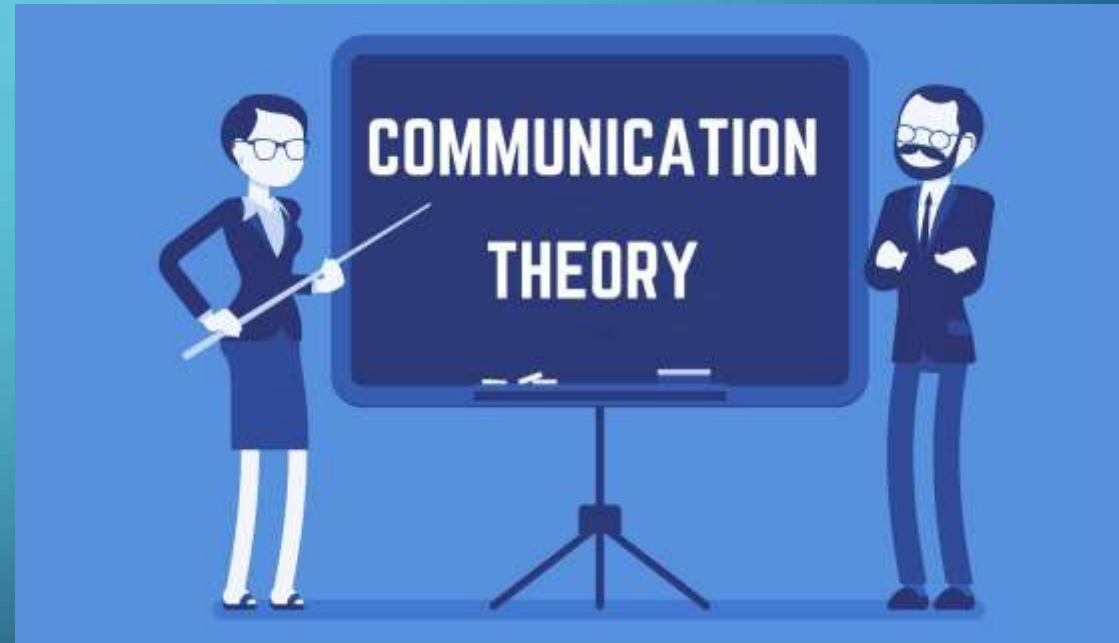
RECOMMENDATIONS AND BUSINESS SOLUTIONS

- Intercultural communication can be used to address the cultural difference
- It would allow individuals from the two cultures to interact constructively and respectfully
- Intercultural communication can encourage to find common ground and honor difference
- It can help in fostering relationships between the British and Chinese
- Can create a hiring process that accommodate the two cultures
- Can improve internal communications with an intercultural and diverse team



INTERCULTURAL COMMUNICATION THEORY: SOCIAL-SCIENCE APPROACH THEORY

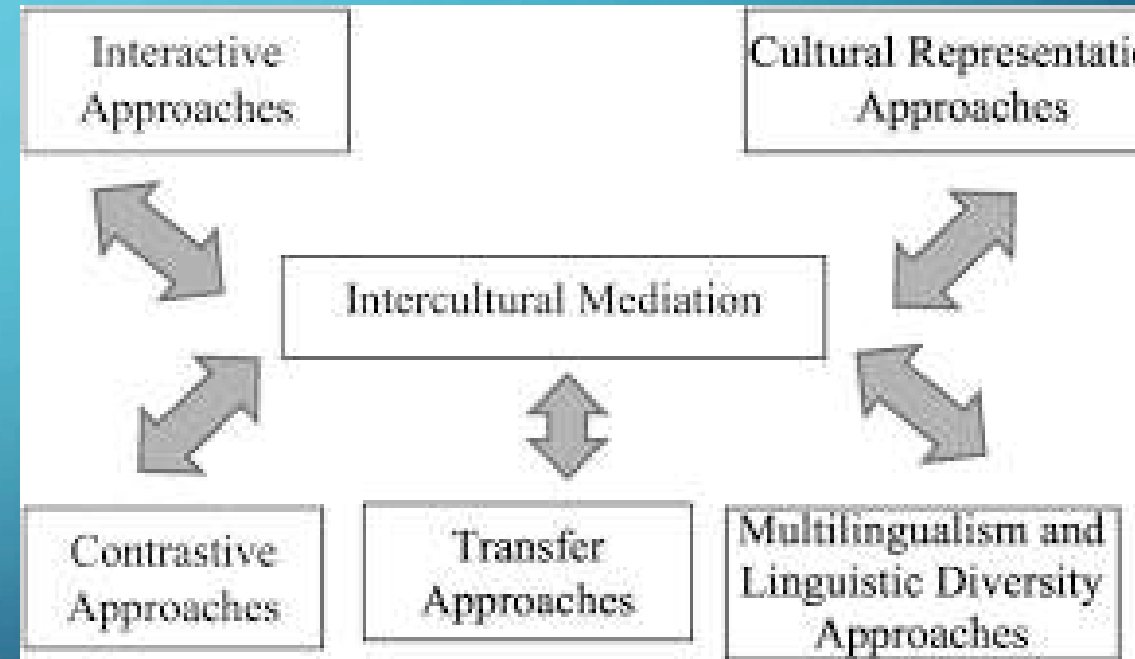
- The theory predicts how communication is influenced by culture
- Focuses on observing the behaviour of individuals from a different culture
- Examines how one can adjust his communication to fit another cultures
- Provides systematic approach on how relationships are influenced by differences in cultures
- Can help in identifying communication patterns in cultures and predict their effects



INTERCULTURAL COMMUNICATION THEORY:

INTERPRETIVE APPROACH THEORY

- Theory focuses on accumulating cultural knowledge through communication
- Uses individual and subjective experiences to predict culture
- Used in particular speech communities
- Does not make generalized predictions based on culture
- Can be used to understand the differences in communication between UK and China cultures



[Lock et al., 2020].

SOLUTION: ACCOMMODATE CULTURAL DIFFERENCES

- Accommodate cultural differences and embrace diversity
- The team leader should ensure that employees and team members understand culturally diverse teams
- The leader should appreciate cultural differences and discuss them openly
- Cultural differences should be used to support each other
- Leader should create opportunities for both the UK and Chinese employees to learn other people's perspectives
- Should focus on each culture's strengths and integrate them to have one working team



[Allen, Williams, and Allen, 2018]

SOLUTION: PROMOTE OPEN COMMUNICATION

- Promote open communication
- Can help the team members to overcome their differences and work together
- This is the leader's responsibility
- Open communication should be used to solve misunderstandings and cultural problems
- Each team should be allowed to discuss their grievances



[Rios et al., 2020]

CONCLUSION

- The cultural differences between UK and China can affect the venture
- The analysis shows that Chinese people accept inequalities but UK people don't
- China is a collectivist culture while UK has an individualistic culture
- These cultural differences can result in cultural challenges for a joint venture
- The challenges can be addressed by accommodating cultural differences and promoting open communication

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