

Slide 1

**LCBB6001
INTERNATIONAL
BUSINESS
COMMUNICATIONS**

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Component 2 presentation

2120247



1.INTRODUCTION IN CONTEXT OF BRITISH BUSINESS COMMUNICATIONS

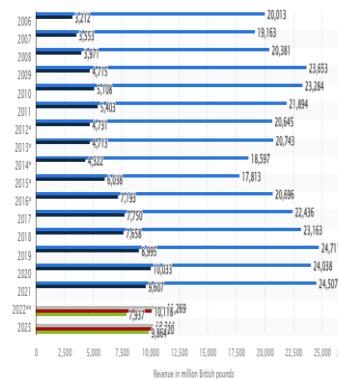
- British businesses use a mix of indirect and direct communication. In the aspect of direct communication, people from various cultures tend to express what they actually think.
- On the other hand, in context of indirect communication, proper focus has been given to the aspects like relationships and feelings (Kalogiannidis, 2020).
- Thus, in businesses, often it is made sure while communicating that no one can be offended.
- It has been analysed in the businesses that British people use language in coded manners.
- The use of humour in the communication process impacts the quality of communicating.



This presentation has focused on analysing the similarities and variations between UK and Germany.

2.INTRODUCTION TO CHOSEN ORGANISATION

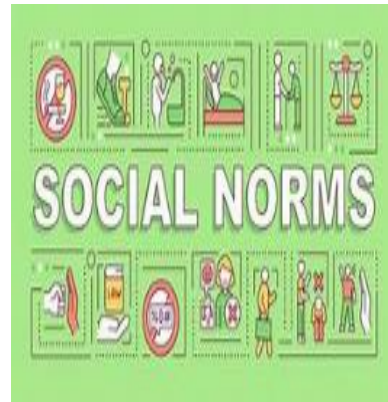
- GlaxoSmithKline (GSK) being a British multinational company dealing with biotechnology has its headquarter in London. It is founded in the year 2000. It has been employing around 70,000 employees recently.
- Vision:** To make a difference to millions of lives daily
- Mission:** To help people do more, live longer and feel better
- GlaxoSmithKline has generated revenue of around 10.2 British million pounds.



It has been doing its business globally. However, it is planning to establish a management office in Germany for enhancing the global trading by having an EU management office.

3.EVALUATION OF TWO COUNTRIES

- ◉ **Country facts to understand the cultural differences**
- ◉ Germany is a place of thinkers, poets. The cultural heritage is considered as the blend of influences, which has been evolved over centuries. Germany is a melting pot, where minorities of other nationalities and Germans share common values, coexists harmoniously. They also enjoy festivities and properly cherish traditions (Veblen and Mayer, 2022). On the other hand, UK has a beautiful culture with mix of around four countries like Wales, Scotland, England. British culture is a very rich and diversified culture. The people living in UK have great taste and class.
- ◉ **Language**
- ◉ The primary language that is spoken by 95% people in Germany is German. Also, there are regional dialects like Saxon and Bavarian (Germany org, 2024). The minority languages that are used are Danish, Romani, lower and upper Sorbian and Frisian. On the other side, it can be stated that common languages that are spoken across UK are Welsh, Polish, Scots. 1.5 million people of UK speak Scots and after this, the common language is English.
- ◉ **Social structure**
- ◉ In aspect of Great British class survey, it has been analysed in consideration to factors like education, salary, professions that there are total seven distinct classes. They are diverse people with good manners and behaviours. On the other hand, German people are polite and they have traditional norms like strong ethics, family values and higher education. 73% of Germans are identified as the middle class people.



Certain differences and similarities are identified based on the analysis of two countries UK and Germany in aspect of factors like language, social structure.

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- ◉ **Religious values**

- ◉ Religion plays a small role in German society. Around 43% of population is Catholic. UK people and religious values consider likelihood of beliefs in gods, hell and heaven.

- ◉ **Business and work related attitudes**

- ◉ UK people are more punctual and formal. The hard working nature of the individuals helps them to get success. On the contrary, it is analysed that Germany is deeply rooted in precision and efficiency. Punctuality is also valued in Germany like UK.

- ◉ **Ethnic makeup of people**

- ◉ It can be stated that out of 19 ethnic groups, white British people made up the largest population of around 74.4%. Besides, 3.1% Indian and 6.2% other ethnic group are present (Gov.UK, 2024). In addition, in the context of Germany, proper intermingling of Germans with other people is seen like Celtic people, Slavs.



Germany and UK has been differentiated based on the religion, work culture and work attitudes. Also, ethnic groups impact the cultural beliefs and values of the country.

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- ◉ **Labour outlooks including diversity and backgrounds of workforce**
- ◉ The workplace of Germany has witnessed a period of evolution over the last few decades. The workplace is made up of German women, men and people of different sexual orientations and ethnicities (Wallinder, 2022). On the other hand, proper diversity is also witnessed in UK workplace. Young people are associated with UK workforce more (Gov. UK, 2024).
- ◉ **Possible risks**
- ◉ In Germany, the individuals and businesses can face certain language barriers (Pansy, 2024). However, in UK, the businesses can face higher competition from the existing competitors.

KEY INSIGHTS	
Top 3 German companies with the highest diversity	Infineon, Hugo Boss and Rheinmetall
Share of employees with access to a Diversity, Equity, and Inclusion (DEI) program at work in Germany	33%
Share of employers not hiring more people with disabilities despite digitalization	97%

Workplace diversity has been witnessed related to workforce of Germany and UK. However, in aspect of business norms, certain challenges can be faced in aspect of the language barriers and cultural gaps.

HOFSTEDE'S CULTURAL DIMENSION MODEL

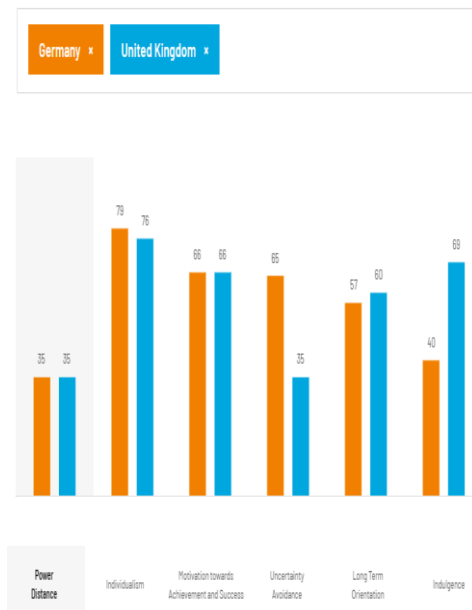
- ◉ Hofstede's cultural dimension model can be used in the present context to understand the differences in culture across countries like UK and Germany (Taras *et al.*, 2023).
- ◉ **Power distance-** Germany has scored 35, which shows that the country is highly supported and decentralised by strong middle class. Besides, UK based on the similar score 35 has focused on the aspect of inequalities. PD index is lower amongst the higher classes in Britain than the working class.
- ◉ **Individualism-collectivism-** The German society with a score of 79 is considered as a truly individualist one. The strong belief is seen in ideal self-actualisation. On the other hand, UK scores 76 but it is also an individualist society.
- ◉ **Tolerance of Uncertainty avoidance-** Germany (65) is considered as the uncertainty avoidant country. On the other hand, UK scores 35 and it is considered as a nation, which likes to wake up not knowing what a day brings (Escandon-Barbosa *et al.*, 2022).



In this aspect, the six key dimensions are involved like power distance, individualism-collectivism, uncertainty avoidance, masculinity-femininity and short vs long term orientations

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- ◉ **Masculinity-femininity-** Germany has a score of 66 related to Hofstede cultural model. The masculine traits focus on factors like self-centredness, assertiveness, power, strengths. UK has a similar score and it has been analysed that British men feel less masculine.
- ◉ **Short vs long term orientations-**
- ◉ Germany has scored 57 as it is a pragmatic country. German people believe that truth highly depends on a situation and UK has a similar score of 60, this also highlights the pragmatic culture. This refers to the ability of the countries to easily adapt to new situations based on the strong propensity of investing and saving.
- ◉ **Indulgence vs restraint**
- ◉ Germany has a score of 40, which shows that German culture is highly restrained in nature. The UK has scored 69, this focuses on the culture of indulgence. People with higher indulgence are willing to realise their desires and impulses of enjoying life.



Based on the highlighted factors, the score identification has helped to analyse the country's ability to adapt new situations in aspect of long term and short term goals. Also, the differences in indulgence is seen between UK and Germany.

4.EVALUATION OF TWO COUNTRIES, DISCUSSING AND ANALYSIS OF THE COMMUNICATION BARRIERS THAT CAN BE FACED BY BRITISH BUSINESS

- ◉ GSK is planning to establish a management office in Germany. However, in aspect of above analysis and German culture, it can be stated that certain communication barriers can be faced by GSK.
- ◉ Germans like to consider direct communication. Honesty and clarity is always appreciated while communication.
- ◉ Thus, GSK operating in UK business culture can face challenges related to cultural differences. In Germany, most of the people speak German.
- ◉ However, UK people have a habit of speaking Scot and English as the common language.
- ◉ Thus, language barriers can create huge restrictions in maintaining clarity and openness in the process of communication while operating the management office of GSK in Germany.



Based on the lack of scopes related to clear communication, differences in opinions and conflicts can be witnessed. This will impact the work culture and environment of GSK. In this aspect, certain recommendations can be suggested.

5.RECOMMENDATIONS ON WHICH COUNTRY BRITISH BUSINESS SHOULD EXPAND

- ◉ Based on the cultural identification, it can be said that GSK can be proved beneficial if it establishes its management office in Germany. The effective cultural and social aspects will support the business to flourish in the coming years through better trading. However, in aspect of language barriers certain improvements are needed:
- ◉ **Strategies to overcome communication barriers**
- ◉ **Developing Intercultural communication:** It has been analysed that cultural difference can impact the process of communication. Thus, it is recommended for GSK to focus on intercultural communication. It is possible if the staffs associated with management office of Germany are able to participate in intercultural group interactions (Klyukanov, 2020).
- ◉ **Using concise and clear language:** It is very common that staffs of UK can face communication barriers in new location. Thus, in aspect of GSK, it is necessary to use a common language that is English. Also, using concise language will help in expressing feelings, thoughts, ideas and reduce misunderstanding and increasing interactions..
- ◉ **Dissolving disagreement through conflict management approach:** While working in Germany, GSK must focus on identifying the points of disagreement (Kuzmin *et al.*, 2020). In this aspect, leaders play a better role in identifying the disagreements and propose conflict management approach to resolve conflicts through listening to the problems and interests of individuals (Newman *et al.*, 2020).



Developing Intercultural communication-This will help GSK to reduce gaps in communication and increase social adjustments through clear interaction and transparency

Using concise and clear language -This is highly required for strengthening the connections while working in diverse workplace

Dissolving disagreement through conflict management approach-With the help of this, a positive environment can be created and this will bring success for GSK through higher performance and productivity

6. CONCLUSION

- ◉ In consideration to overall findings and analysis, it can be concluded that very less differences between Germany and UK has been identified.
- ◉ However, the Hofstede cultural model has helped to analyse the score of two countries like UK and Germany with the application of six dimensions.
- ◉ While operating the new management office of GSK in Germany, British staffs can face communication barriers.
- ◉ In this aspect, it is recommended to consider an effective style of business communication.



Proper use of common language will help to reduce the gaps in communication and GSK can witness long term growth and success of business in the coming years. The cultural differences can create conflicts, thus, conflict management will help to bring positive environment of work.

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