



INTERNATIONAL BUSINESS COMMUNICATIONS LCBB6001

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OVERVIEW OF UK-CHINA NEGOTIATIONS

- Culture – importance in communication
- Hofstede's Cultural Dimensions
- Impact of Culture on Negotiations
- Cultural Elements to Overcome
- Strategies for Success
- Conclusion



CULTURE

- Culture encompasses the shared behaviours, beliefs, values, and material objects that characterize a particular group or society
- Elements of Culture
 - Language and communication styles
 - Social norms and etiquette
 - Values and beliefs
 - Power distance and hierarchy
 - Attitudes toward conflict and negotiation

(Dignen and McMaster, 2013)



HOFSTEDE'S CULTURAL DIMENSIONS THEORY

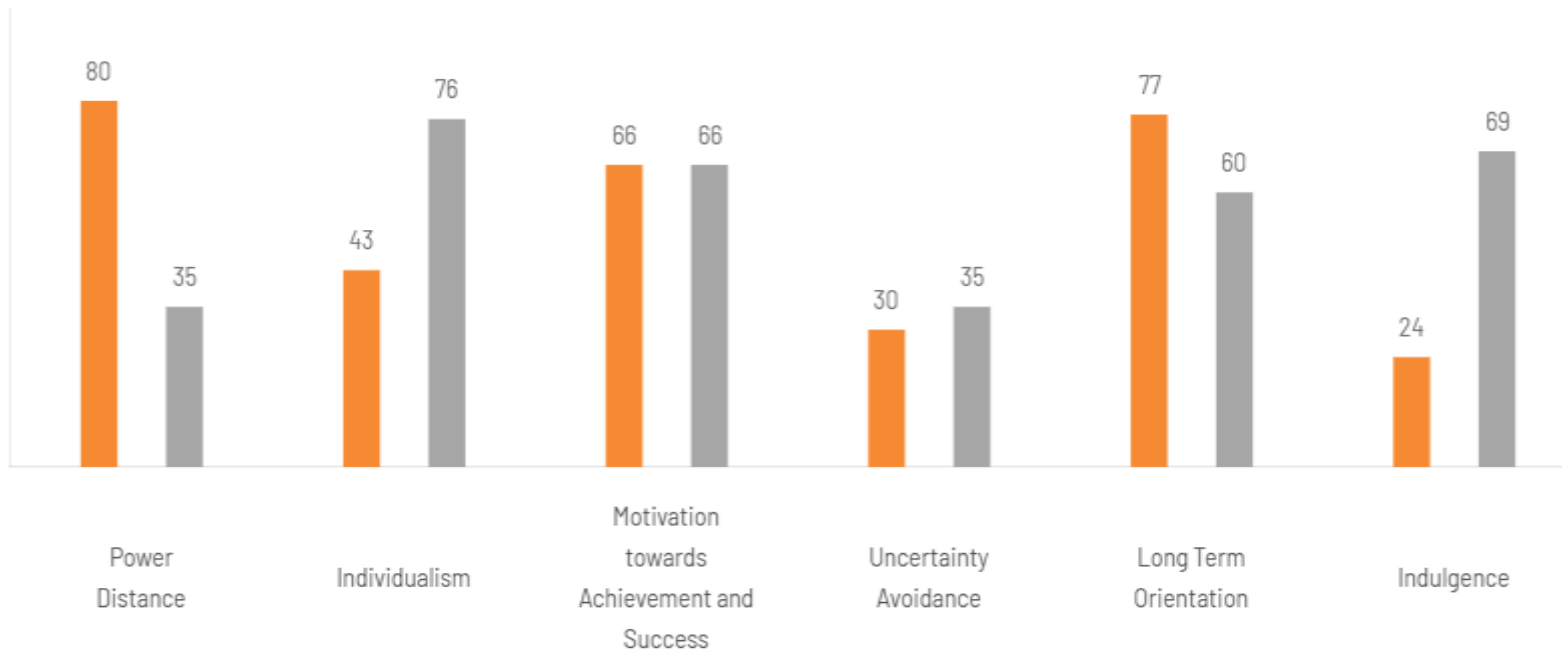
- Hofstede's Cultural Dimensions Theory is a framework for understanding cultural differences between peoples, which identifies six key dimensions that influence societal values and behaviour.
 - Power Distance
 - Individualism
 - Motivation towards Achievement and Success
 - Uncertainty Avoidance
 - Long Term Orientation
 - Indulgence

(Żemojtel-Piotrowska and Piotrowski, 2023)



HOFSTEDE'S CHINA – UK COMPARISON

China × United Kingdom ×



(The Culture Factor, 2025)



HOFSTEDE`S ANALYSIS

- Power Distance: China scores high, indicating that it is oriented towards hierarchical structures and respect for authority
- Individualism vs Collectivism: Chinese society values group harmony and is collectively oriented
- Indulgence: China is a reserved society, prone to cynicism and pessimism. They do not place much emphasis on leisure time and do not control the satisfaction of their desires.



IMPACT OF CULTURE ON NEGOTIATIONS

- Emphasis on building relationships before business (Guanxi)
- Communicating with indirect messages and reading between the lines
- Avoiding public disagreement or criticism that can lead to reputational damage
- Focusing on lasting interactions and partnerships - showing long-term orientation and relationships

(Kenton, 2024)



CULTURAL ELEMENTS TO OVERCOME

- The importance of Guanxi means that trust must first be built between the parties
- Hierarchical decision-making in China can slow down negotiations, which should be taken into account in advance
- The reluctance to say "no" inherent in Chinese culture masks true opinions
- Indirect or silent communication can lead to misunderstandings

(Marquis, 2022)



STRATEGIES FOR SUCCESS

- Building strong personal relationships before formal meetings and conversations
- Respecting hierarchical structure. Identifying decision makers
- Patience in relationships, allowing time for trust to build
- Accurately reading nonverbal cues and carefully using indirect communication to neutralize misunderstanding
- Making decisions that are mutually beneficial, respecting the norms and reputations of both parties

(Swientozielskyj, 2020)



CONCLUSION

- Successful UK-China Partnership Requires Cultural Awareness
- Key cultural challenges may include: Differences in communication style, Guangxi (building relationships), importance of hierarchy
- To neutralize these challenges, long-term relationships and trust must be built. Demonstrate respect for culture and hierarchy. Patience in the negotiation and decision-making process
- **Cultural intelligence is a strategic asset for sustainable and profitable partnerships**



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QUESTIONS?

