

ibc ppt

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How to develop global partnerships with Asians?

For Jewellery Retail Group market expansion project

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LogoType™

Content

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Cultural differences

02

International Communication Skill

03

Relationship Building

04

“Guanxi” relationship

05

Suggestions and recommendations



Cultural Differences

Evaluate cultural differences for Jewellery Retail Group



Cultural differences

2

Hofstede's cultural dimensions theory is a framework for cross-cultural communication, developed by Geert Hofstede. It describes the effects of a society's culture on the values of its members, and how these values relate to behavior, using a structure derived from factor analysis

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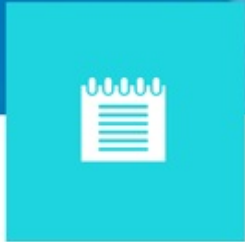


Hofstede Cultural Dimension





Power distance



Individualism



Masculinity



Uncertainty avoidance



Long-term orientation



Indulgence

Key differences



Power distance

Key difference

Mainly refer to social hierarchy



Individualism

Key difference

Work as a group or an individual



Indulgence

Key difference

Restraint to having fun



Long-term orientation

Key difference

Long-term profit and benefit



International Communication skill

High context vs low context

High-context cultures are those that communicate in ways that are implicit and rely heavily on context.

In contrast, low-context cultures rely on explicit verbal communication.

source?



Eye Contact



Communication distance



Body language

Building Good Relationship

With Asian partners, good relationship

1

Your values are part of your branding and they influence and shape what you do and how you interact with your customers and how you treat their cultures.

source?



Suggestions

Improving Communication Skills

11

The common language in China is Mandarin, often known as the 'Han language' which is spoken in the People's Republic of China and Taiwan. It is the language favoured by the government, education and media.

source?

The Importance of "Face"



Suggestions

Personal space

6

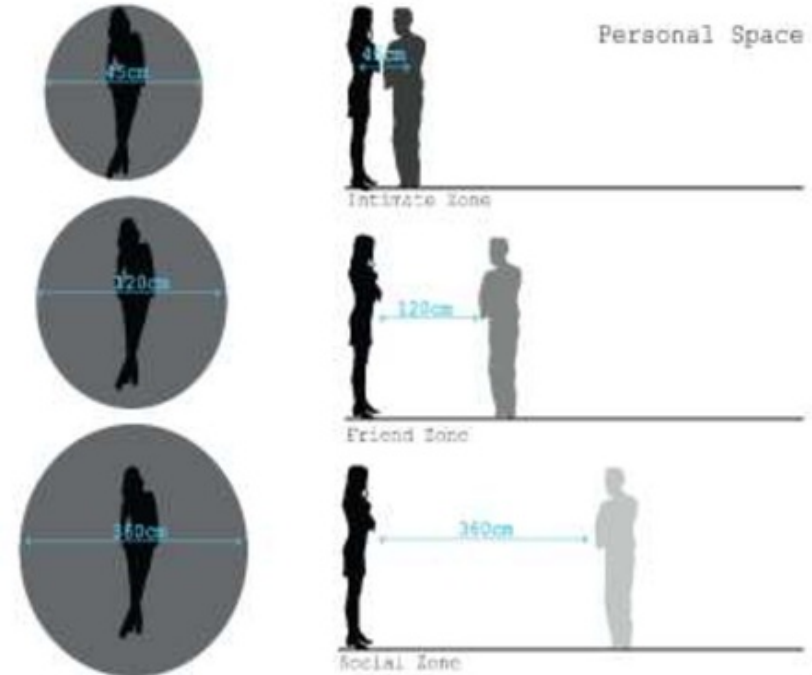
Chinese people are precious of their personal space and do not like over-familiarity.

Prolonged eye contact could be seen as confrontational and avoiding eye contact can be seen as reverential rather than rude.

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Touching is only acceptable between family and close friends

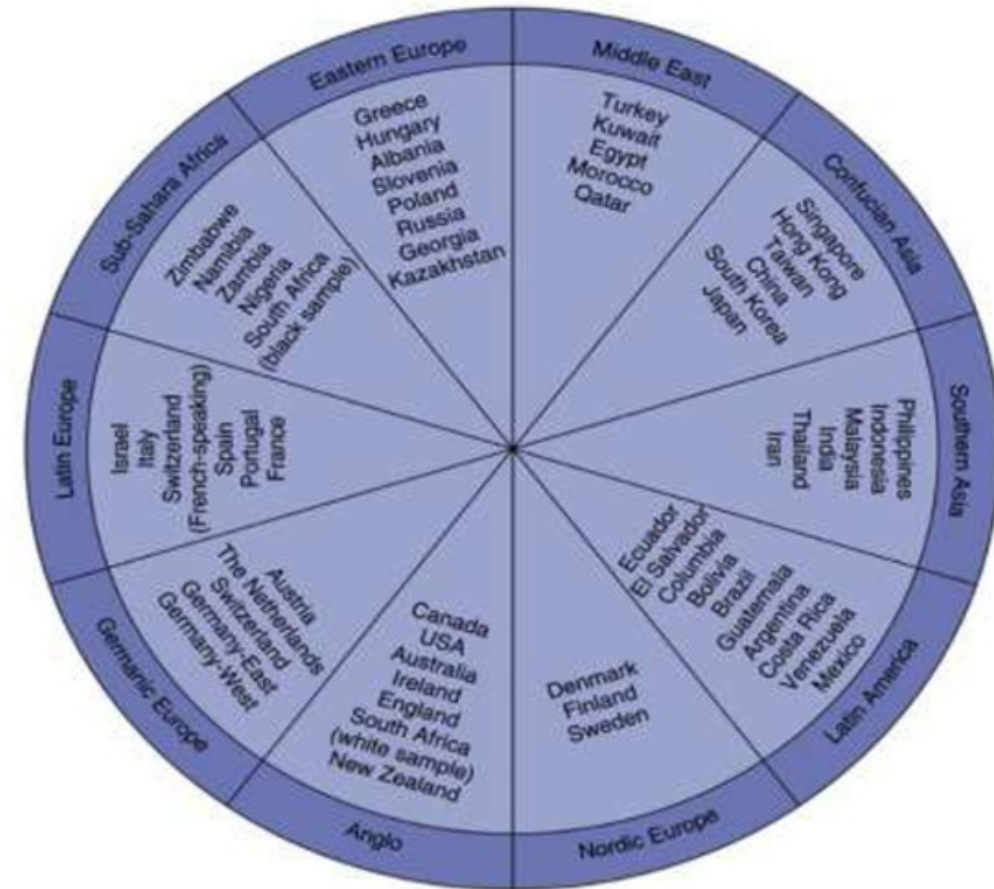


Cultural clusters

7

Researchers have identified culturally distinct clusters of nations. Each cultural cluster reflects a shared history, religion, economic development, regional proximity, and other factors. Within each cluster, nations are similar on three to four cultural value orientations.

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“Guanxi” and relationship

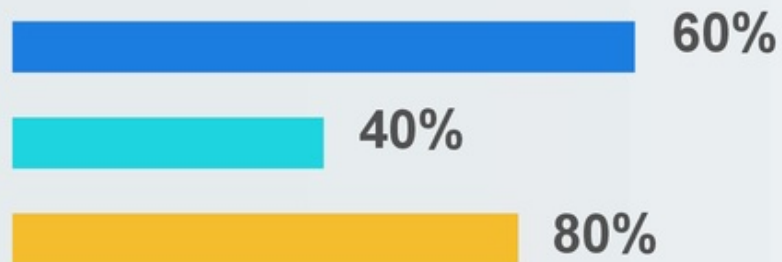


3 At its most basic, “Guanxi” describes a personal connection between two people in which one is able to prevail upon another to perform a favor or service, or be prevailed upon, that is, one's standing with another. The two people need not be of equal social status

source?

Example D&G: Chinese partner

D&G's humiliation and racism
(Stockholm, 2019)



Example sum-up



High context culture

1 Understand the culture. Be “politically correct” and let the right people do the right thing which will lead to being culturally correct in the end.

source?



Collectivism

1 Check your values. The key issue is that you need to review your mission, vision and core values, and see if you really respect and appreciate the other culture before entering their markets.



Long-term orientation

1 Apologize with sincerity. Be ready and be bold enough to apologize when a crisis comes. Take responsibility and find constructive solutions and remedies. It is more powerful than just explaining and finding excuses.





Thank you for your listening!

Thank you

Do you have any questions?



Reference

9

Sahin, N. and Ergin, E. (2016). Consumers' Attitudes towards Brand Extensions: An Analysis on Food and Textile Industries in Turkey. *International Journal of Marketing Studies*, 8(1), p.72.

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Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1).



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Stockholm, M. (2019). *China Crisis: What can we learn from the D & G disaster?*. [online] Upthereeverywhere.com. Available at: <https://www.upthereeverywhere.com/blog/how-to-avoid-a-crisis-like-what-happened-to-dg-in-china> [Accessed 27 Oct. 2019].



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