

# 2022

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**[International Business Communications]**

# International Business Communications

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## **Introduction**

This report's goal is to discuss on international business and communication. What cultural differences and expectations may a British corporation expect when it relocates to another developing country? Businesses sell their products all around the world. While developing economic connections, partnerships are formed with people from other cultures (Bartlett, Doz and Hedlund, 2013). Companies encounter communication issues from people from all around the world. Good international business communication technics enable these complicated corporate linkages. Inadequate communication patterns might result in business losses and international conflicts. Communication is a complex mix of nonverbal and spoken communication (Leppäkumpu, and Sivunen, 2021).

The report will also investigate how various international and multicultural concepts are implemented in the Indian rising economy. There will be a critical evaluation of cultural sensitivity when doing business, many communication issues faced by multinational firms, and communication approaches for the success of a business in a developing country.

- **India – a developing country**

India is Asia's fastest expanding economy. It is the world's largest democracy and one of the most rapidly rising economies. In 2013, India was the world's seventh wealthiest country. It is expected to become the third-largest economy by 2031 (CEBR, 2021).

India's population was over 1.3 billion people in 2016, and according to a recent United Nations estimate, India would overtake China as the most populated country in the next years (Anon, 2020). India contains around 50 million cities (each with a population of approximately one million people) and three major cities (each with a population of more than 10 million people), namely Mumbai, Delhi, and Kolkata. Nonetheless, despite its tremendous rise, poverty is still widespread in India (Roser, 2019). According to the Human Development Index (HDI), India ranks 136th out of 187 nations, with 25% of the country's population still relying on a daily minimum wage of US \$ 1.25 (Kulke and Rothermund, 2016).

Since the close of the twentieth century, India has made significant progress in reducing poverty. Over 90 million people were lifted out of extreme poverty between 2011 and 2015. Nonetheless, despite the assistance of a well-designed fiscal and financial strategy, the COVID-19 pandemic lowered the Indian GDP by 7.3 percent in 2021 (Business Today, n.d.). With growth rates ranging between 7.5 and 12.5 percent, India is one of the world's fastest-growing economies. Increasing immunisation rates will determine the financial situation for this year and beyond.

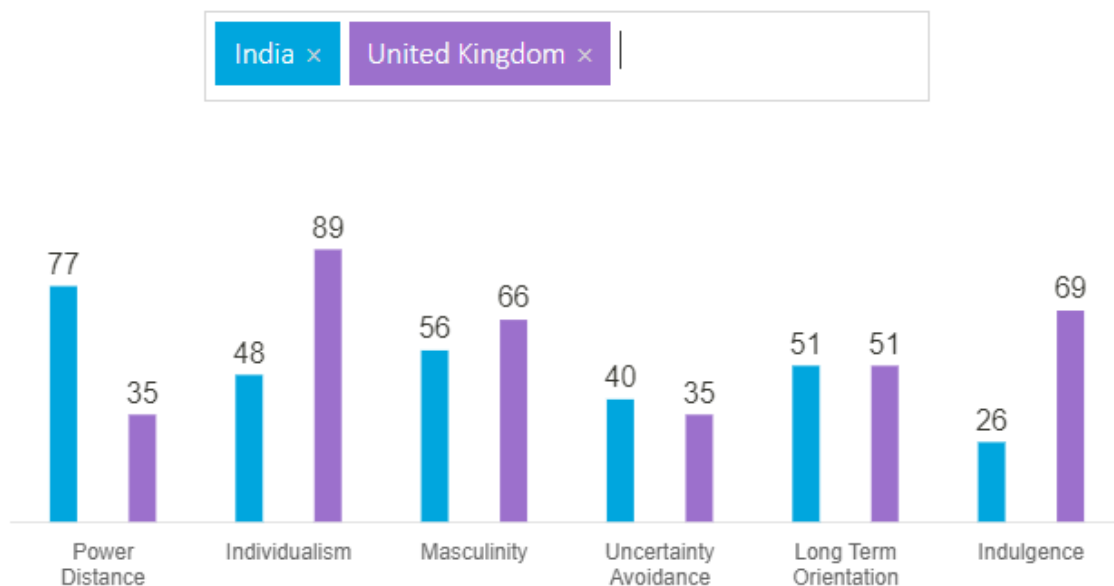
The business, which employs the vast majority of Indian workers, has been seriously harmed. Pandemics, like in other nations, make historically marginalised people more vulnerable, such as children, women, and immigrants. According to labour market data, urban households are more vulnerable to poverty than they were before the epidemic (Lee and Cho, 2016). The government's response to the COVID 19 outbreak has been swift and thorough. A countrywide blockade to hold health emergencies is widespread in order to reduce the impact on the most poor households (through various social protections) and SMEs (through improved liquidity and economic aid).

- **Application of theories of international and intercultural communication**

Defining cultural aspects is difficult, especially in nations with varying degrees of development; nonetheless, Hofstede (1980) proposes five fundamental cultural factors to facilitate understanding. One of the most important contrasts in economic development between industrialised and developing nations. As defined cultural identities are the notions of individualism or collectivism. (Hofstede, 1980)

### Power distance

Power distance is the first of four dimensions found by Hofstede. Power gap is the extent to which a less powerful member of an organisation or institution acknowledges and anticipates unequal power distribution (Hofstede, 2001). The underlying issue being discussed is how much disparity between a less powerful individual and a powerful individual is tolerated and acceptable in a culture. India is ranked 10/11 in the poll with a score of 77, whereas the United Kingdom is ranked 42/44 with a score of just 35 (Figure 1). The following concepts and expressions can be used to summarise India's point of view: Reliance on the chief or power for instructions, acceptance of unequal benefits between power and leader, access to direct bosses but one level below, paternity leaders, management. In exchange for employee loyalty, direct and reward work objectives and awards (Casson, 2013).



(Figure 1: Source: Hofstede Insights)

## **Individualism**

With a score of 48, India is a society with both individualist and collectivist characteristics. A collectivist is someone who has a strong preference for belonging to a bigger social framework and is expected to act in line with more significant interests within a certain group (Cavusgil et al., 2013). Individual behaviour is influenced by a range of ideas under these settings, including family, extended family, neighbours, workgroups, and other bigger social networks.

## **Masculinity**

India is classified as a masculine civilization since it scored 56 points on this scale. When it comes to the visual portrayal of power and accomplishment, it is incredibly masculine. Designer brand labels, glamour, and glamour accompany the advertising of one's accomplishment. Nonetheless, India is a spiritual country with millions of gods and many religious systems. This typically prevents people from using macho terms to the extent that they may naturally lean. The focus in more masculine countries is on performance and success, as indicated by monetary advantages.

## **Uncertainty avoidance**

India received 40 points on this area, indicating a medium-low priority for avoiding serendipity. In India, flaws are tolerated. It doesn't have to be flawless, and it doesn't have to go exactly as planned. India has traditionally been a patient and forgiving country in the face of unanticipated situations (Ferraro, 2021). The country applauds it as a pleasant departure from redundancy. Individuals are not generally compelled or pushed to take action, and they comfortably conform to predetermined roles and routines without being asked.

## **Long-term orientation**

Because the median of this dimension is 51, it is impossible to determine the highest priority in Indian culture. In India, the concept "karma" has captivated intellectual and religious ideas. Time is not as essential as it is in Western civilization since it is not linear. Religious beliefs from all around the world are permitted in countries like India. There is an acknowledgment in India that there are multiple truths, and that it frequently depends on the individual. Instead of adhering to a single strategy, high-scoring civilizations in pragmatism usually lack punctuality, modifying game tactics in response to changing realities, and coming upon a disastrous route while wandering (Verbeke, 2013).

## Indulgence

India earns a low score of 26 in this dimension. This suggests that it is a constraint-based culture. Individuals with low cynicism and pessimism are more cynical and pessimistic. Quiet civilizations, as opposed to tolerant communities, place less emphasis on leisure and fulfilment of wishes. Individuals in this group are aware that their actions are constrained by cultural norms and feel that complacency is bad.

- **Cultural Sensitivity in India**

Modern Indian culture is founded on core concepts of Indian philosophy, the legacy of British rule, and the disclosure of Western impacts throughout the globalisation period, notably with India's openness in 1991. India's culture is hierarchical and family-centered. This country values both collectivism and individualism. Built-in tensions result from opposing coexisting. That is, depending on the circumstances, an individual can behave in both collectivistic and individualistic ways (Kulke and Rothermund, 2016).

## Predictability

Predictability thrives on Indian soil, though it may still be a bit challenging. Individuals can make promises, but they may not keep them for a number of reasons. Indians are aware of this, and they wish to avoid meddling when this occurs. It cannot, for example, be provided as part of an automatically performed sequence.

## Communication

This is critical for corporate planning and execution. A communal notion is founded on harmony, and there is no inclination to conceal the other party (Luo and Shenkar, 2017). Indian executives should avoid expressing their true feelings in the midst of company issues. Foreigners who are not sensitive may take wrong judgments. For example, a European firm has entered into a deal with Indian partners. They wanted the Indian business to promote Product X, while the Indian company preferred to push Product Y. The European firm was perplexed since the disparity had not been rectified and the product they were attempting to advertise was not performing effectively. When the Indian corporation launched a lawsuit, the collaboration came to an end.

### **Lack of teamwork**

Native Indians have a strong individualist streak. Compromise and collaboration are required for teamwork. Teams must form collaborative agreements and operate with a common goal in mind. However, every individual's individualistic tendency to believe that their technique or possible explanation is the best makes compromise difficult. Foreign businesses doing business in India must cultivate a culture that values shared links while respecting uniqueness.

### **Understanding the psychology of the Indian business partner**

Many Indian businesses are family-owned. Decisions are made in a family-centric manner, and it is vital to understand the psychology of the family while conducting business with it. They generally manage to focus on real company costs, which must be matched with the requirement for brand promotion. This is especially important if the firm has worldwide ambitions (Meydanlioglu, Arikan and Gozum, 2015).

- **Various communication barriers experienced by foreign businesses in India**

In our everyday lives, communication hurdles may drastically disrupt the balance of professional and personal connections. Most difficulties can be solved via effective communication (Thomas, 2003). Communication is a simple skill, but language, ego, cultural differences, aversion to change, insensibility, and other behavioural factors make successful communication challenging.

### **Cultural Barriers**

Body language, voice modulation, private space, clothes, age variables, professional level, gender roles, and attractiveness are all influenced by the culture to which they belong and in numerous ways. It can be deceptive (Shaw, 2015). Liberalization and globalisation invariably result in cultural diversity in the workplace, as well as numerous communication difficulties. In India, for example, some people shake their heads sideways and say "no," while others nod vertically and say "yes," and yet others shake their heads sideways and say "yes." There is also a little speed differential. Slow motion is a 'yes,' whereas fast motion is a 'no.'

### **Community and Caste Barriers**

Different faiths, nationalities, denominations, black and white distinctions, and caste inequalities all pose substantial impediments to professional collaboration. Individuals are no longer as open and honest with others as they once were. This mindset must shift for the sake of the country and the person.

### **Language barriers**

All teams speak the same language, but if some colleagues are more articulate than others, it creates a social distance between them. Individuals who are not fluent in English usually cease speaking in multinational teams (Rizomyliotis, Konstantoulaki and Kostopoulos, 2017). That instance, the team may not be able to obtain all of the necessary feedback. It might be difficult to comprehend what is being said if people speak too rapidly or use too much slang. This can also have an impact on how people's talents are viewed. Non-native English speakers have various job options than native English speakers.

### **Geographical distance**

Individuals in an international virtual team do not have the chance to socialise and form connections as they would in a traditional office setting. And the less a person knows about a person, the less information she or he shares with them. As a result, working with virtual organisations is more difficult (Gopalakrishna and Lilien, 2012). Teams located outside of the headquarters may likewise feel left behind. Members of the group at headquarters, on the other hand, may believe that other employees have not contributed. Time zone differences might sometimes be an issue. When people are away from headquarters, it is frequently desired that they make do with inconvenient meeting times. Some people quit their employment because they are tired of late-night meetings.

### **Conflicting values**

Culture is analogous to an iceberg: what a person sees is activity, which is influenced by undetectable values below the waterline. Cultural conflicts arise when the acts of others endanger the values of others. Disagreement or disagreement with behaviour frequently implies the presence of some incompatible values under the surface of the water. There is no right or wrong way to do it. It is a matter of cultural norms (Tenzer, Pudenko and Harzing, 2014).

Speaking clearly and leaving no space for misinterpretation is a sign of professionalism in a nation like Britain. Individuals in countries such as India like to express and communicate in an indirect manner. Individuals solve problems by following enigmatic hints. The danger here is that individuals from unadorned cultures may become insensitive, whilst those from indirect cultures may look insensitive.

- **Communication strategies to succeed in India**

### **Innovation and team building**

The ability to speak up and share innovative ideas openly and confidently in front of everyone at the table is what makes everyone unique and remarkable (Strange and Zucchella, 2017). To build a successful and influential team, members must communicate effectively with one another and work together to solve the riddles of any company's project. Creating realistic methods and working as a team may lead to more rational decisions, ensure worker happiness, and boost confidence.

### **Development in every viewpoint**

Communication may be regarded in two ways: outwardly or inwardly (Leppäkumpu and Sivunen, 2021). It simply means that a person's talents on the inside can get the message through if he or she has significant verbal language - which may transfer into a successful trip in his or her professional life. Everyone possesses information and experience (Jerman and Zavrnik, 2012). So, what distinguishes individuals in their professional development? Life isn't only about getting ahead if you don't undertake tough job and have self-confidence. When people are awakened by their surroundings, they may alter and act as a spark for victory. This is proportionate to their ability to communicate. In other words, discuss themes and seize opportunities as they come.

### **Strong management**

Senior group leaders who are skilled communicators can manage their groups effectively, assign tasks, and deal with issues such as dispute resolution, relationship development, inspiration, and responsibility. They are the company's presenters; if they have strong skills, they may persuade consumers and clients through their ability to interact freely with their colleagues, superiors, and peers.

### **Conference calling**

Before COVID, everything was open, but the COVID crisis forced many businesses to close and people to work from home. Conferencing through video calls has once again become the norm, which necessitates communicating ideas strongly and effectively during video talks. There are virtual gatherings when the conference resolutions are effectively implemented due to the enthusiasm and talent of a team member; this is how individuals may be impacted.

### **Resolving conflict**

In a dispute scenario in business or the workplace, problem-solving necessitates open communication. Influential communication does not include stating who is correct and who is incorrect. In reality, it is about maintaining an open mind and engaging in genuine, constructive, and active interactions to ensure that everyone's needs are satisfied. The ability to overcome problems and re-establish a friendly work environment may make a workplace culture wonderful. Everyone is affected by the COVID-19 dilemma - the advent of a unique version has once again impacted businesses, enterprises, schools, and universities, since all occupations have returned. With a fine conversation to discharge, compelling communication is also vital to cracking any challenges in the digital world.

## **Conclusion**

One of the main goals of this paper was to compare and contrast Indian and British societies. This was done through the application of Hofstede's cultural identification procedures. The two communities were revealed to be substantially different from one another. As the products and services offered grow at a fast rate, and as businesses become more globalised, the supply for culturally diverse workers grows, but handling staff members from different cultural backgrounds, such as those in India or the United Kingdom, will be a difficult barrier for business leaders and professionals. Also, overseas tourists frequently demand service providers and international workers to acknowledge and accept their practises, values, and traditions; otherwise, cross-cultural disputes may arise.

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