



INTERNATIONAL BUSINESS COMMUNICATION

A1 Intercultural Communication and Culture

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Table of Contents

Executive Summary	3
1.0 Introduction	4
2.0 Main findings	4
2.1 – International Business Communication	4
2.3: Methods of communication	6
2.3.1 - Halls High Low Context	7
2.4 Effective communication	8
2.5 – International Culture	9
2.5.1 - Trompenaar’s 7 dimensions to culture	9
2.6 Importance of Building Relationships	10
2.7 How to build Trust	11
2.8 Failed relationship	11
2.9 Conclusion	11
3.0 Recommendation	12
References	13

International Business Communication

Executive Summary

This article outlines the skills necessary for effective communication in international business for apparel retail companies and the relevance of cultural sensitivity when establishing professional contacts with key partners in Asia. Specifically, the report focuses on Asian culture. It is vital to be aware of the cultural differences between nations to guarantee good communication and the creation of relationships. Additionally, it is essential to be aware of the possible language and communication hurdles to ensure successful communication. This paper aims to offer an overview of the many cultural approaches to communication, as well as the necessity of recognizing these methods and adjusting to them to support effective corporate communication. In addition, the paper outlines the ramifications of inadequate communication and the steps that may be taken to prevent communication breakdowns. The research comes to a close with some advice on the most effective methods that may be used for successful communication in an international company.

1.0 Introduction

International business communication is an essential component of successful business operations. In an increasingly globalized world, businesses must communicate effectively with partners and customers from around the world to maintain successful operations. Half of the world's urban population is now in the Asian region, and the trend is still growing. As consumption in Asia continues to expand, the world's brands are becoming increasingly competitive in the region. Understanding and mastering business communication skills in an Asian cultural context is therefore essential (Lee, 2019). This report will provide an overview of the skills required for successful international business communication and the importance of cultural sensitivity when building professional relationships with key partners in Asia.

The purpose of this paper is to survey where things are in the realm of international business communication and point out where they may need some work (Tsui, 2019). The paper will analyze recent developments in cross-cultural corporate communication and suggest how companies might enhance their internal channels of expression. Topics, including successful communication procedures, cross-cultural communication, communication technology, and communication etiquette, will all be included in the study. In addition, one must get an overview of the market and the difficulties companies encounter with their global communications. The study will conclude with suggestions for enhancing dialogue between nations in business (Mead, 2020). This study aims to provide readers with a bird's-eye perspective of international corporate communication as it is right now and to point them in the right direction as they seek to improve their communication practices. Organizations may guarantee efficient and successful communication with their worldwide partners and stakeholders using appropriate strategies and procedures.

2.0 Main findings

2.1 International Business Communication

International business communication is the process of negotiating international business activities between different stakeholders in order to realise their kinds of transactions and is the basis for national cooperation, which is the only way to make goods flow, reach agreements and

cooperate. National business communication is not only ordinary communication and cooperation, it also has the special characteristics of economic exchanges between countries. In order to be successful in international business communication, organizations must have a solid understanding of the skills required, the most effective methods of communication, international culture, and the target market's language (Brislin, 2019). It includes developing a solid understanding of the various communication methods, such as face-to-face meetings, phone calls, emails, and video conferencing (Brislin, 2019). Additionally, organizations must be prepared to adapt their communication style to different cultures to ensure their message is understood and accepted.

Organizations must also be knowledgeable of the various legal and political climates of other countries and the international economic environment. It requires businesses to stay up-to-date on the latest international market developments and be aware of the potential risks and opportunities available (Verbeke, 2018). Additionally, businesses must be aware of the potential for language barriers and be prepared to use the latest technology and trends in international communication to ensure that their message is effectively communicated.

International business communication is essential to conducting business in the global market. Organizations must be knowledgeable of the various cultural norms, values, and expectations, as well as other countries' legal and political climates. Additionally, businesses must stay updated on the latest technology and international communication trends to remain competitive (Szkudlarek, 2020). By understanding these aspects, organizations can ensure that their messages are effectively communicated and accepted in the global market.

2.2 Skills requirement

It takes a wide range of abilities to communicate effectively in international business settings. Understanding the target audience's language and cultural norms are two of the most crucial components of effective communication. Also important for companies is the ability to successfully convey their message across various cultural contexts and tailor their approach to each audience (Schneider & Barsoux, 2020). The Asian region has a particular Muslim and Buddhist population and therefore religious cultural preferences and taboos need to be taken into

account in both day-to-day business communication and clothing product design. Secondly, the culture of East Asia is characterised by ambiguity, and in business partnerships, therefore, sexual topics need to be avoided. Business entities also need to be familiar with the global economic and political landscape. For example, to develop a product business in the Greater China region, companies need to be aware of the four different economies and the different business norms they follow, but they need to avoid political topics.

Finally, in order to be competitive in today's global marketplace, companies must keep up to date with the latest developments and trends in global communications technology. If businesses take the time to learn and practice these capabilities, they can increase the likelihood that their messages will be accepted by global customers. The social software used by consumers and businesses in different countries is very different; for example, Chinese partner companies prefer to use WeChat, while Japanese and Korean companies prefer to use Line for daily communication. In the face of more up-to-date communication and social methods, companies need to actively integrate and develop their local online business activities.(Tsui, 2019).

2.3: Methods of communication

The ability to communicate effectively is crucial in the world of international commerce. The message's reception might vary greatly depending on the medium used to convey it. Businesses need to be familiar with the many forms of international business communication to guarantee that their messages are adequately conveyed.

In international business, face-to-face meetings are a popular form of communication. Businesses may gain Trust and solidify relationships with competitors via in-person meetings, which allow for open dialogue and personal interaction. In addition, open communication and the ability to clear up any misconceptions that may arise are two additional benefits of in-person meetings(Newman, 2020). In international commerce, email is another common form of contact. Using email, one may build connections with people in other countries and share extensive information. As a bonus, emails are a cheap communication method since they eliminate the need for travel and other costs.

The usage of video conferences as a means of doing international business is on the rise. One may have a face-to-face conversation using video conferencing without meeting physically in person. Video conferencing also facilitates connection building with international peers and allows for the exchange of precise information. When doing business on a global scale, one has several options for conveying a message. Businesses may increase the likelihood that their communications are received positively in the global market if they take the time to learn about and use a variety of communication channels.

2.3.1 - Halls High Low Context

A high-context communication style places a premium on shared cultural background knowledge and understanding, as well as nonverbal cues, including body language, facial expressions, and tone of voice (Rajagopal, 2020). Countries in the Asian region are dominated by high-context countries. Examples include China, Japan, and Saudi Arabia, societies whose cultures emphasise social harmony not to show their emotions directly and scorn verbal aggression. Therefore, in communicating with Asian companies, the recipient's sensitivity and ability to pick up on the subtext and understand the implied meaning becomes particularly crucial. Those who prefer to communicate by words alone and make direct claims are said to have a "low context" communication style. As the UK is a low-context country, UK companies need to understand the following differences when trying to work with Asian high-context countries.

Firstly, there is often a difference in the purpose of cooperation and negotiation between high and low context countries, with high context Asian countries looking to negotiate a long term relationship and focus on maintaining a stable business relationship. In contrast, UK businesses in low-context countries will consider it essential to sign a cooperation agreement as early as possible to define the rights and obligations of both parties and to receive legal protection. Secondly, Asian countries avoid confrontation during negotiations and value a harmonious atmosphere, so they do not point out problems directly, but rather express their dissatisfaction in a polite manner. In contrast, low-context countries try to avoid ambiguity and express their dissatisfaction directly in order to resolve problems efficiently.

Individuals of various cultures have different interpretations of language, so engaging in high-context communication is typical in international business communication. Although it may be less successful in fostering connection and Trust, low-context communication is valuable for eliminating confusion and misconceptions. Both high and low-context communication styles may be helpful in cross-cultural commercial interactions depending on the situation and the intended result. High-context communication may be more successful in relationship-building and communicating nuanced thoughts and emotions. In contrast, low-context communication may be more appropriate when it comes to providing facts and instructions. Entrepreneurs must understand cultural differences in communication and modify their approach appropriately.

2.4 Effective communication

When communicating, it is critical to be understandable as well as succinct. It will guarantee that the message is comprehended while reducing the likelihood of any misconceptions occurring. In addition, it is essential to behave respectfully and courteously toward others. A more constructive atmosphere for communication may be created by demonstrating consideration for the thoughts and emotions of other people.

Establishing a secure but welcoming space for dialogue is another crucial step. It necessitates an attitude that is receptive to feedback and criticism, as well as the provision of a forum in which individuals need not worry about being evaluated for the content of their statements. Furthermore, it is essential to understand and respect the many modes of communication used by others, including those influenced by cultural and generational variations.

Any thriving firm must prioritize clear and concise communication as a top priority. It is essential to establish solid connections with clients and consumers and with other team members and stakeholders. In order to cultivate mutual respect and Trust requires understanding, listening, and speaking on both sides. The communication must be clear and succinct while still being polite and kind to one another. In order to make sure that everyone's opinion is considered, it is essential to establish a communication space that is free from danger and welcoming to everyone. In addition, it is essential to develop the skill of active listening and the ability to provide and accept constructive comments.

2.5 – International Culture

Cultures throughout the globe have a standard set of beliefs, norms, and practices known as international culture. It includes many nations and civilizations' values, conventions, and perspectives. Various elements, including language, religion, geography, and history, contribute to the richness and variety of international culture (Martin, 2019). Global success requires a company's willingness to embrace cultural diversity and adapt its practices accordingly. Be mindful of the possibility of cultural misunderstandings and treat people of all backgrounds with respect and tolerance. In addition, organizations need to understand that people have varying communication preferences and make an effort to accommodate those preferences (Feng, & Siu 2020).

2.5.1 - Trompenaar's 7 dimensions to culture

The distinctions across nations may be examined using Trompenaar's 7 aspects of culture. The seven dimensions of the framework are the following: individualism vs. collectivism; universalism vs. particularism; relationship neutrality vs. effectiveness; relationship specificity vs. diffuseness; attribute attribution vs. take credit for success; internal vs. external control; and sequential vs. synchronic time.

If the company does business on a global scale, this framework can help one recognize and deal with cultural variations. Businesses may benefit from a deeper appreciation of cultural differences by exploring the many ways in which people throughout the world express and receive meaning from one another (Gudykunst, 2019). With this knowledge, companies will be better equipped to establish and maintain fruitful connections with clients, partners, and employees worldwide. Businesses may also utilize Trompenaar's seven cultural aspects to create their in-house cultural training and awareness initiatives. Companies may guarantee that their multinational employees are prepared to work effectively in various cultural settings by providing them with such training. The following is a comparison of seven cultural dimensions between the UK and most Asian countries and regions

Trompenaar (1993)	Most Asian countries	United Kingdom
Individualism vs. Collectivism	High collectivism	Individualism
Universalism vs. Particularism	Universalism	Particularism
Relationship Neutrality vs. Effectiveness	Highly neutrality	Highly neutrality
Relationship Specificity vs. Diffuseness	Diffuse	Specific
Attribution vs. Achievement	Attribution	Achievement
Internal vs. External control	Internal	Internal
Sequential time vs. Synchronic time	Sequential	Sequential

2.6 Importance of Building Relationships

International trade in the garment industry relies heavily on the cultivation of personal relationships. To be successful, companies must develop strong bonds with their clientele, vendors, and investors. By establishing connections, companies may learn about their partners' and consumers' needs and create Trust with them.

Relationship building is just as crucial as comprehending opposing viewpoints regarding encouraging teamwork. A company's success depends on its ability to establish and maintain positive partnerships with its suppliers, customers, and other interested parties to meet the requirements of all parties involved and advance its shared objectives. Last but not least, making connections is crucial for expanding into new areas and establishing credibility. Access to new markets and an excellent reputation may be attained by cultivating strong connections with consumers and suppliers. A reputable company has a better chance of gaining and keeping consumers if they have a good reputation. It helps companies see the world through the eyes of

their partners and consumers, which improves their ability to work together, discover new expansion opportunities, and build a solid brand image (Abugre, 2020).

2.7 How to Build Trust

Business relationships need Trust. Successful and effective workplaces need Trust. However, underlying difficulties or poor communication might make trusting difficult. Communication builds Trust first (Abugre, 2020). Communicating objectives, aspirations, and expectations is crucial. Communicate honestly and consistently—these foster Trust and understanding. Second, make conversation secure and pleasant. Respecting and accepting criticism is crucial. Respecting others' ideas and admitting errors are also crucial. Consistency is third. Consistency builds Trust. It entails keeping promises. Consistency in speech and deeds is also required. Assuming responsibility for errors builds Trust (Abugre, 2020). Commercial relationships need Trust. Communication, consistency, safety, and accountability are needed. Businesses may build effective partnerships by following these procedures.

2.8 Failed relationship

Broken partnerships are the result of many factors. Firstly, as broken links between companies, consumers, suppliers and other stakeholders can lead to misunderstandings, miscommunication and undesirable outcomes. Secondly, unsuccessful coordination of cash, shareholding ratios and partnership ownership issues are the most common problems and causes of failed partnerships. In the short-term desire to build successful business collaborations, trust and understanding are key to successful partnerships. Communicate honestly and respectfully (Wang & Zhang, 2020). Consistency in speech and deeds builds Trust. Finally, apologize for faults and accept responsibility. Avoiding failed partnerships is crucial for a corporation. Businesses may develop effective connections by concentrating on Trust and understanding.

2.9 Conclusion

Among the main findings, this study analysed the differences between the UK and most countries in the Asian region by using the well-known seven cultural dimensions theory and giving a brief introduction to the characteristics of the dimensions. In examining cultural contexts, this paper focuses on the differences between high-context countries and low-context cultural exchanges. It also gives examples of some Asian countries and argues for a series of considerations of Asian cultural differences such as taboos of communication and differences in

ideas of cooperation. The main findings of international business communication studies are that businesses need to pay attention to different cultural norms, values, and expectations to succeed. It includes Skills Requirements, Methods of Communication, Effective Communication International Culture. Additionally, organizations should consider other countries' political, economic, and legal climates when conducting business with them. Lastly, businesses must stay updated on the latest technology and international communication trends to remain competitive in the global market.

International business communication is vital to any successful business. This paper, in conjunction with relevant literature, finds that it involves effective and respectful communication with customers, partners and team members from different cultural backgrounds in Asia and Europe. It is therefore vital to understand different communication styles, be open to learning about different cultures, practice active listening and give and receive feedback constructively. It is also important to understand the culture and take steps to build strong relationships with stakeholders. By taking these steps, companies can ensure that their communications are effective and productive and that their relationships with customers, partners and team members are successful and beneficial.

3.0 Recommendation

Companies looking to grow in Asia should learn about local communication norms. This requires knowledge of the area's communication methods and respect for the locals. Companies must also consider how cultural differences affect communication between countries. In conclusion, organizations should be aware of the possible implications of a corporate communication breakdown and take steps to increase their chances of success and develop their connections with consumers and partners. Successful communications build customer and partner connections.

To improve international corporate communication, firms must understand different cultures, communication styles, and communication failures. This facilitates communication. If they understand cultural differences, they can ensure their messages are understood. Companies should use proper phrases and be aware of nonverbal cues while communicating with customers

and partners. In conclusion, firms must work hard to build strong partnerships and customer connections to flourish. If informed, businesses can ensure efficient international communication.

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