

***CULTURAL
CHALLENGES:
A British Joint
Venture in China***



(telegraph.co.uk, 2017)



- ▶ **Module:** International Business Communication
- ▶ **Module Code:** LCBB6001
- ▶ **Assignment:** Assessment 2 – Group Essay
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- ▶ **Level:** 6

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Introduction



International communication: *the exchanging of information between different culture. (Kishan Thussu, 2018)*

Culture: The assumptions and values orientations to life, beliefs, policies, procedures and behavioural" (Spencer-Oatey, 2008)

Culture effect: Its Impact on international business communication

British Joint venture in China: Presentation analysis and aims

Understand Chinese culture

- **Examine the interaction between** : contemporary social forces, traditional values and beliefs in order
- **China's traditions hard to define , the main sources are** : Confucianism, Daoism .(JJ Ai - 2014)
- **Confucianism** :“Do not do unto others what you would not want others to do unto you.” (Fan, Y . 2000)
- **Daoism**: This philosophy based on nature .In this perception the word on constant change. (Henning A.2016)

Important to know about Chinese people, if you planning to make business

- Importance of “**face**”
- Keep connection on “**WeChat**” app
- In the business world not unusually if the business **start with a little gift** for the new partner . (Summers , Josh. 2019)
- In China and the region many small businesses operate , such as family businesses or extended family businesses . (Helen D. ,2016)

OVERVIEW OF CHINESE CULTURE

- **Chinese culture**
- China is the world's **most populous country and the fifth-largest** in terms of land area
- The World Bank estimates that China **has 1.4 billion people**, 56 of whom are members of ethnic minorities.
- **Han Chinese** makes up the majority of China's population, numbering over 900 million people. Naxi and Hezhen
- **Religion**-Chinese Communist Party, which controls the nation, is officially atheist. There are only five acknowledged religions including Buddhism, Taoism, Islam, Catholicism, or Protestantism (Zimmermann, 2017).
- **Language**-Each of the seven major dialect groups in China including Mandarin dialects, Wu, Yue, Xiang Min, Hakka, and Gan (Zimmermann, 2017).
- **Food**-Food is influenced by geography and ethnicity where Cantonese and Szechuan are two of the most popular Chinese cuisine.
- **The arts**-Impacted by spiritual and mystical heritage.

BRITISH CULTURE

- British culture overview
- The whole island of Great Britain (England, Scotland, and Wales) as well as Northern Ireland make up the United Kingdom, which is roughly the same size as the state of Oregon in the United States. Over eighty-seven percent of the population of the United Kingdom is white; the remainder is made up of people of African, Asian, and Middle Eastern descent (3 percent each). England is home to the vast majority of the country's citizens, followed by Scotland, Wales, and the Northern Irish Republic. Emotional control is a common desire among Britons. An over-the-top display of emotion may be seen as humiliating. People in Scotland and Wales have a strong feeling of patriotism (AFS, 2019)
- **Family dynamics-** Families in the UK tend to be small, having two parents and usually one or two children (Teh, and Lek, 2018).
- **Language-**The spelling, pronunciation, and pitch of English in the UK vary from those of the United States.
- **Food-**There are a number of classic British dishes and brews can be found throughout the United Kingdom. There are two classic foods in the United Kingdom: the English breakfast and the fish and chips. Migrants from the Indian subcontinent introduced curry to the United States, where it quickly became a national favourite (Christopher, 2015).
- **The Humanities, the Arts, and the Popular culture-**Since many centuries, the British have liked socialising with those who share their interests in popular culture. From music to drama to comedy, the theatres have been well-supported for many years.

DIFFERENCES OF CHINESE CULTURE FROM UK

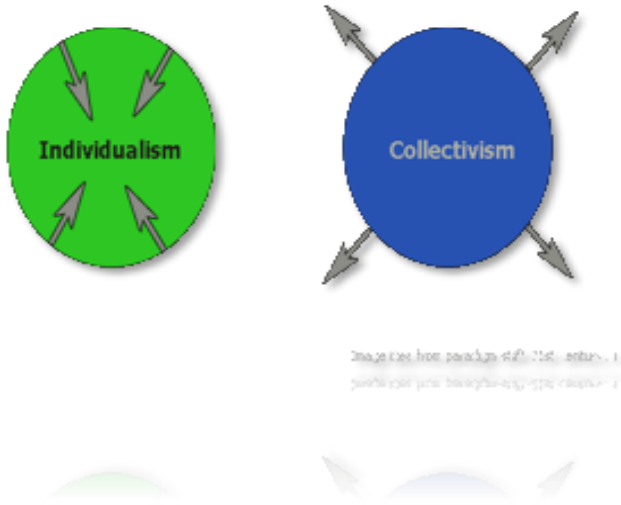
- Language-The language is the most significant distinction. There are several challenges for a non-native English speaker who has not grown up in an English-speaking environment (Christopher, 2015).
- Learning environment-When comparing the two countries' educational systems, it's clear that the UK's is far superior. British students spend less time in school and rely more on independent study (Abubaker, 2008).
- Time-Office hours are sacred in the United Kingdom. They don't get back to me till the following day after sending a 17:01 email. But Chinese days are hectic as is a lot of work to be done during off-hours in China (Yeh, 2014).
- Food-The cuisine of the United Kingdom and China are diametrically opposed. Traditional Chinese hot pots are a popular dish in China; fast food (especially fish and chips) and curry are popular in the United Kingdom.

Power- Distance Index



- **Power distance index** is defined as a measurement of the acceptance of power and unequal rights by the general public of a culture, nation, or business (Wenxin, 2022).
- **PDI in the UK** is 35 which is low indicating that the British society believes in equality and fairness of the organizational rights (Clearly cultural, 2022).
- **China's PDI** is calculated to be at 80 which shows that inequality among people is acceptable in the Chinese society and authority is highly respected.

Individualism vs Collectivism



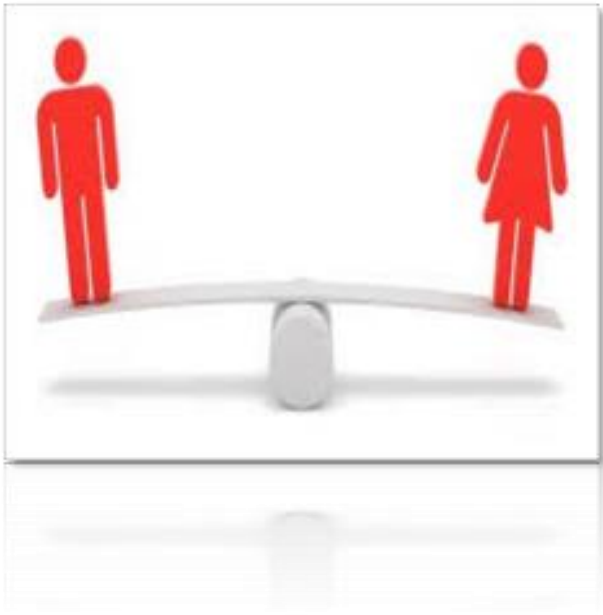
- **Individualism** refers to the personality trait of a person who views themselves as a separate entity from other people.
- **Collectivism** on the other hand proposes interdependence. In a collectivist culture people are more likely to consider themselves as a united group, which means close-knit joint families (Ogihara, 2014).
- As per surveys, **China's IDV is 20**, whereas in **UK the value is assessed to be at 89** which clearly indicates that there is a wide cultural gap between UK and China (Kimaková, M., 2022).

Uncertainty avoidance index



- **Uncertainty index** reflects the standard to which the society is comfortable with unfamiliar circumstances.
- **China's UAI** is assessed to be at 30 and UK's is considered to be at 35. Based on these statistics there is not much difference between the cultures of the two countries (Alberici, 2016).

Femineity vs. Masculinity



- **This parameter** refers to the extent of masculine and feminine characteristics in the societal fabric.
- **In a masculine society**, men are considered to be superior in social status, whereas women have inferior status.
- As per the Hofstede's cultural information dimensions model, **the Chinese society scored 66 in the masculinity index, which is the same as China** (Hofstede Insights, 2022).

5. Long-term versus short-term orientation



- **Long- term orientation** focuses on fostering skills and values oriented towards future achievements, such as, perseverance and persistence.
- **Short-term orientation** entails developing virtues focused on gaining short-term goals, with emphasis on the present and past.
- According to the statistics, **China's LTO is 87 compared to the UK's 57**. This points to the Chinese people's drive towards achieving future goals (Wenxin, 2022).

Success of joint ventures



- Technology adoption and success of the joint ventures in China.
- Overcoming the trade barriers (Chan *et al.*, 2020).
- Overview of the joint venture developed by ASDA and Walmart in China.
- Analysis of the international competition.
- Analysis of the cultural difference in Chinese market

Failure factors of joint ventures



- Failing to adhere to the agreement of the joint ventures.
- **Language barrier** (Chang *et al.*, 2020).
- **Cultural difference**
- **Customer need and demand.**
- **Communication inefficiency**

Recommendation



- In depth research on the Chinese market (Hague, 2021).
- Application of social science approach model
- Study the competition in the Chinese market.
- Analyzing the consumer behaviour
- Analyzing the product demand

Conclusion



The UK joint Venture has to respect and embrace the Chinese culture

Implementation of strategies and investment on employees formations: Be Successful within its Chinese Partners (Luo, Yadong ; Zhang, Huan ; Bu, Juan, 2019)

Improve the China's production environmental impacts: Importing and implementing an eco-friendly production strategy and value which is missing in today China production. (Canfei He, Zhiji Huang, Xinyue Ye , 2013)

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