

Individual Presentation



- Module: International Business Communications
- Module Code: LCBB6001
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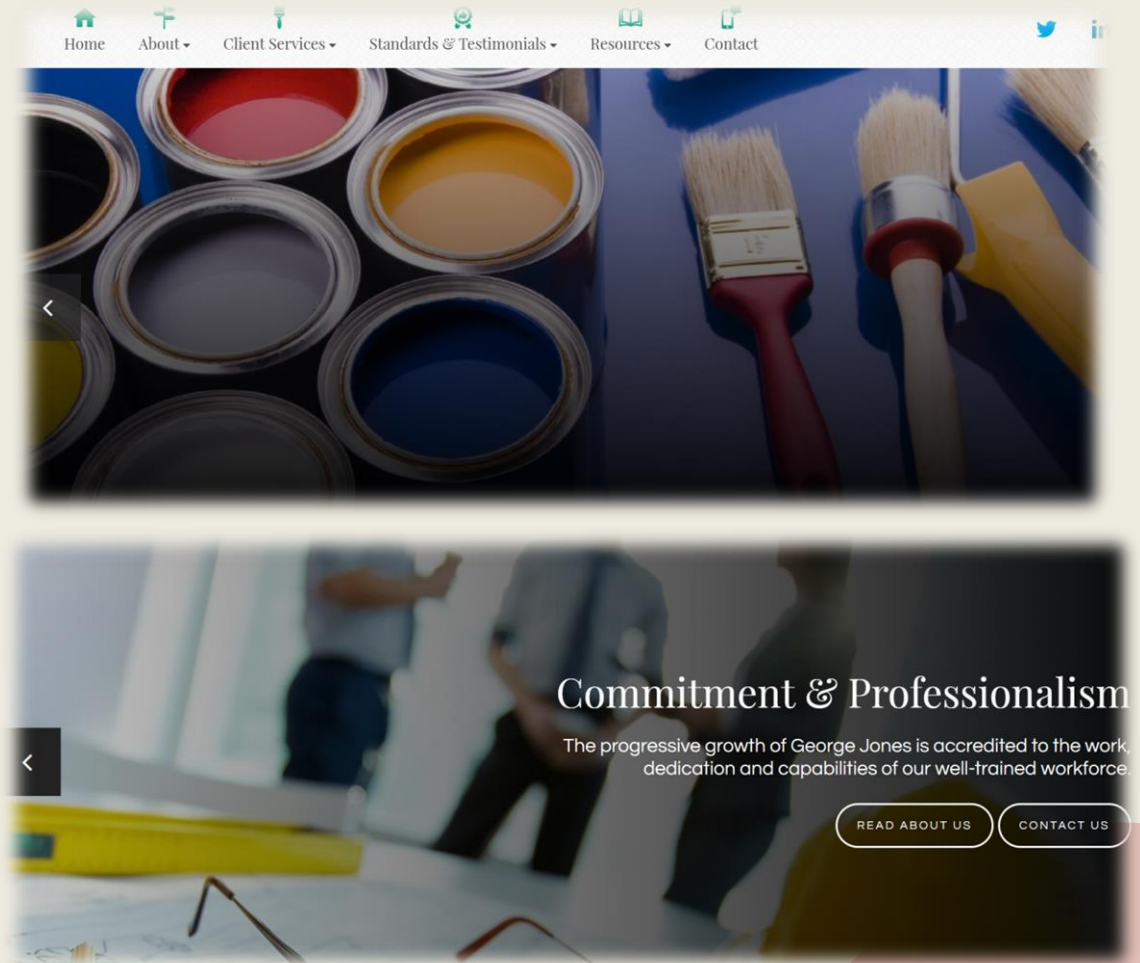
British-Chinese Joint Ventures

Introduction – The Company George and Jones Decoration and Painting (George and Jones, 2023)

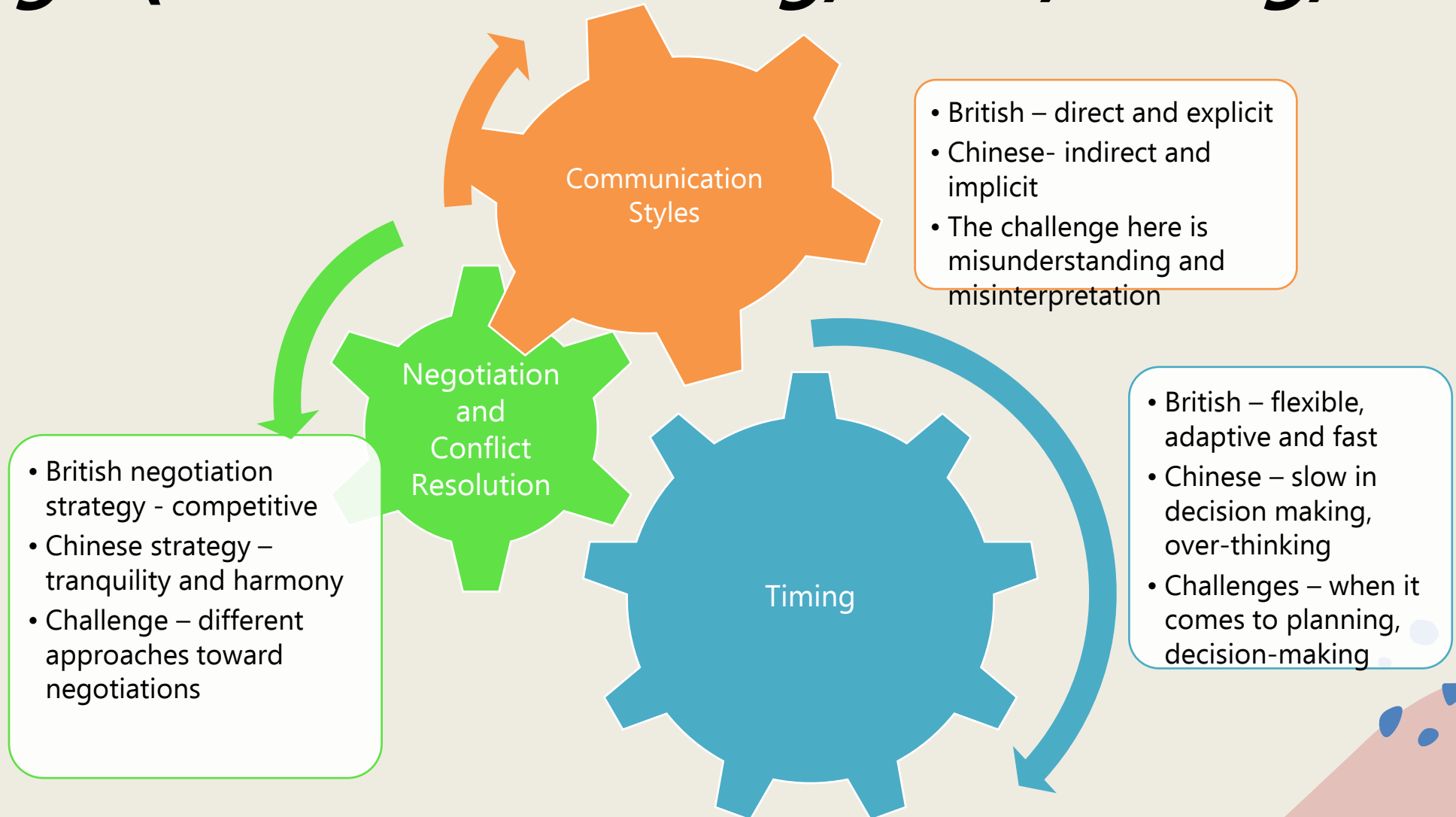
Operation - British specialized service of high quality in the field of decoration, maintenance, building, painting

Mission and goal – to provide long-lasting and quality service, to innovate and expand abroad – in many countries including China

Employees go through trainings and meetings to get qualified and become better

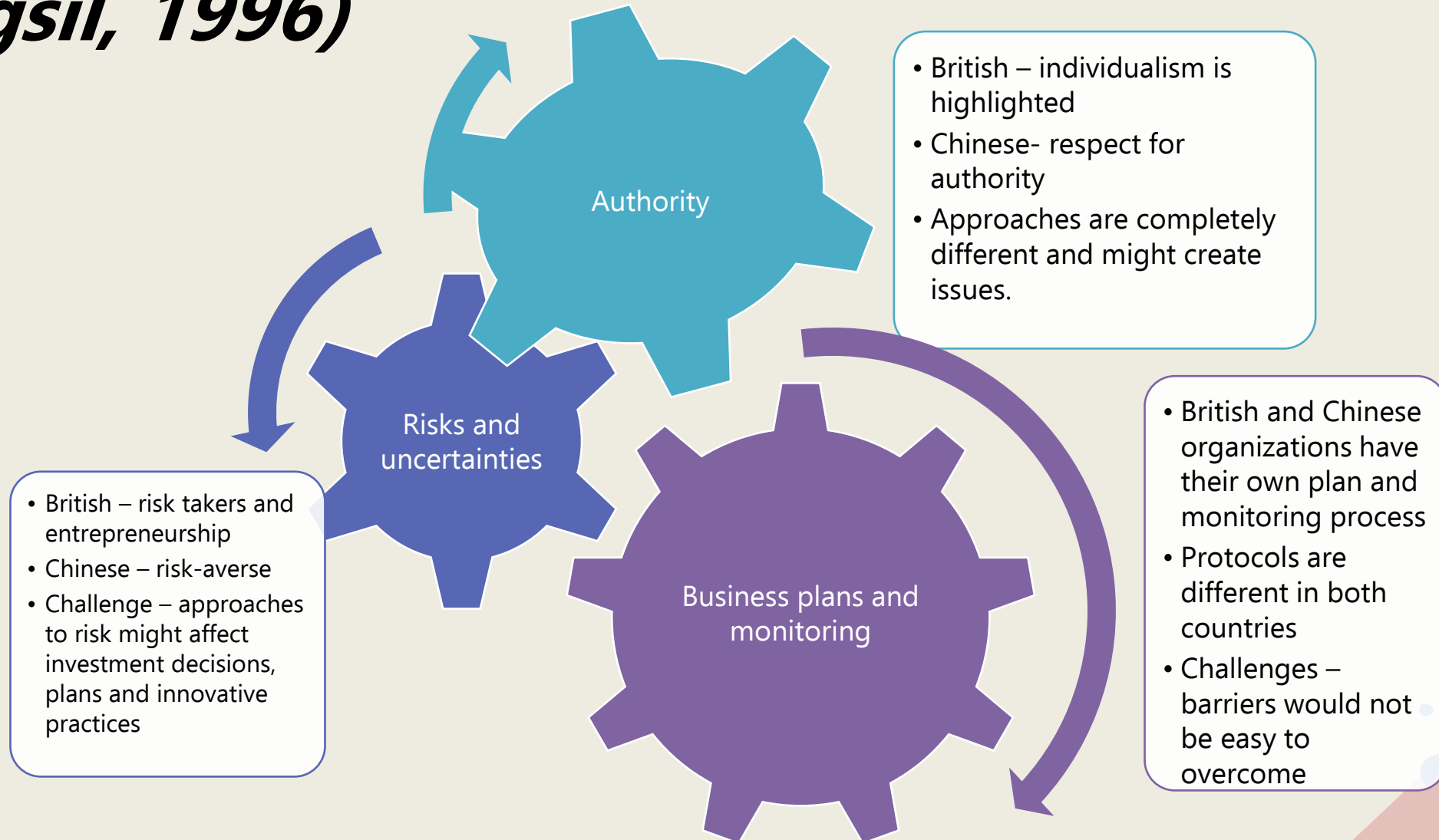


British-Chinese Joint Venture Challenges (Glesiter and Wang, 1993; Zhang, 2020)

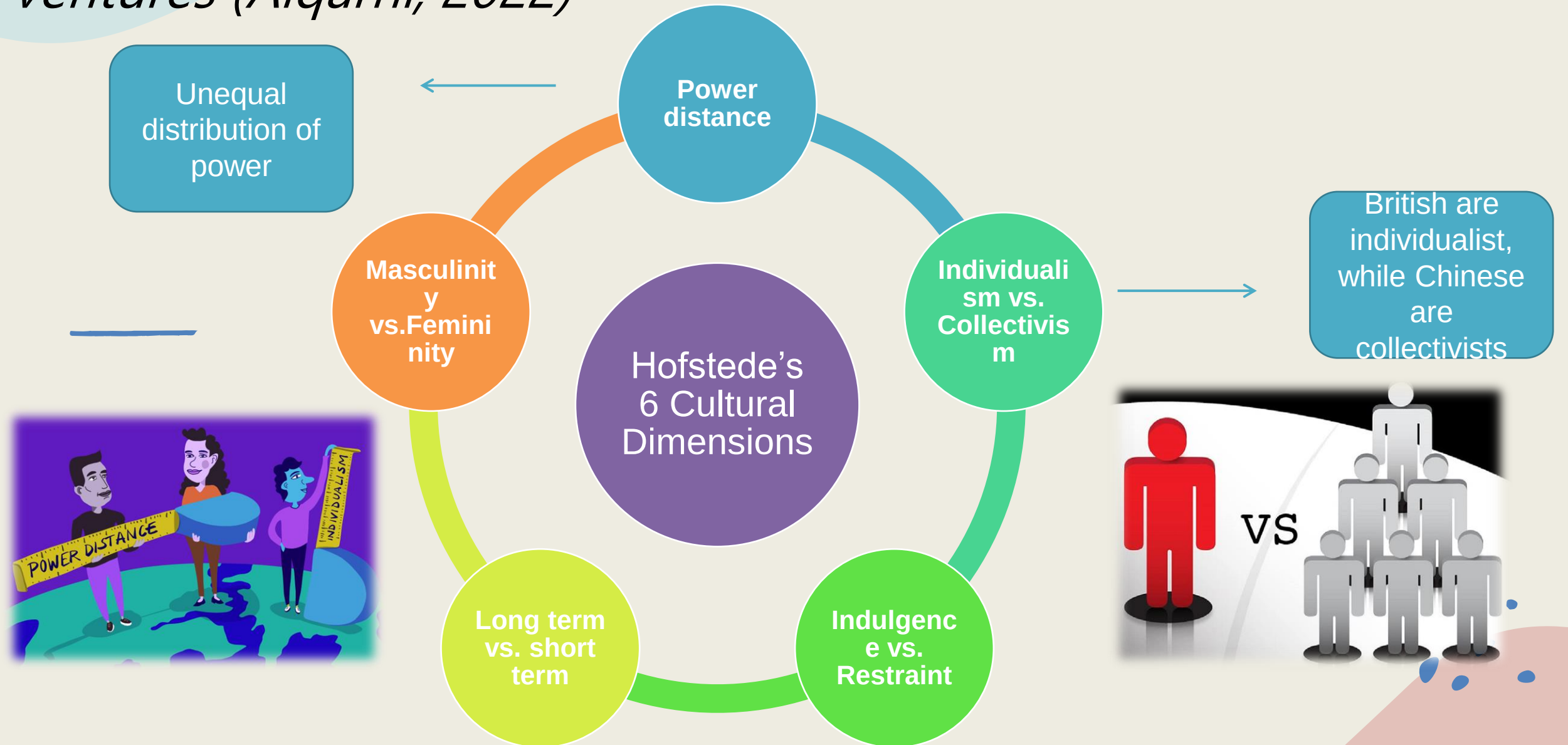


British-Chinese Joint Venture Challenges

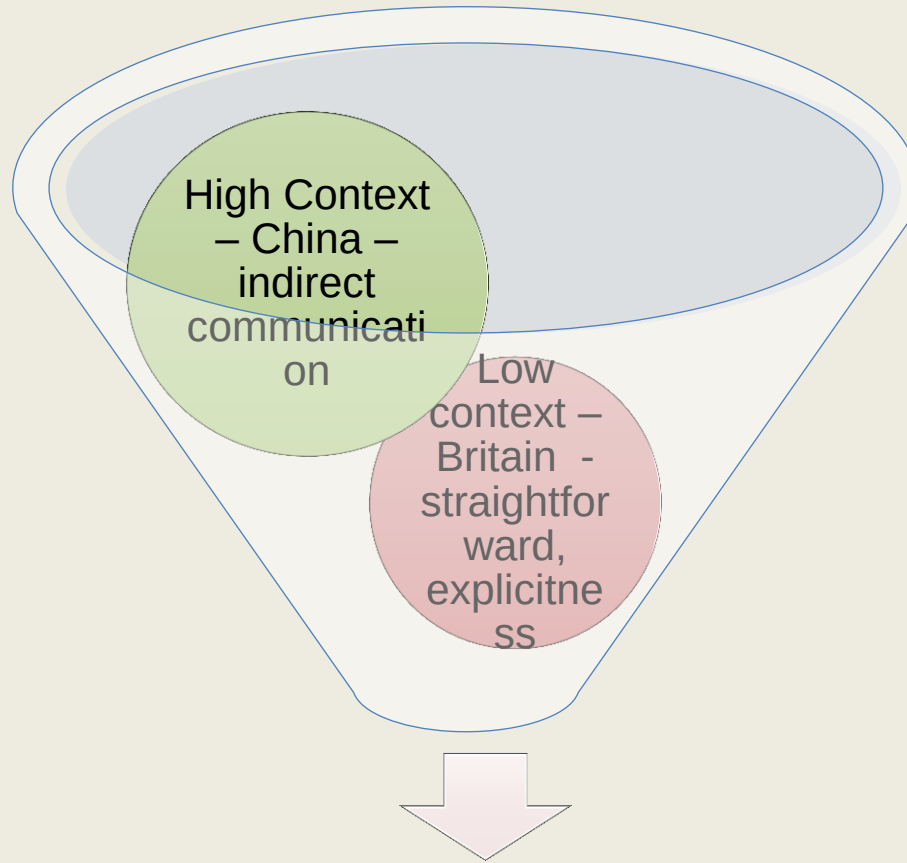
(Cavugsil, 1996)



Intercultural Communication in British – Chinese joint ventures (Alqarni, 2022)



High –Context vs. Low- Context Communication (Benett, 2015)



Convergence

Seeking balance in communication styles between two parties

- Cope with cultural gaps
- Adapting to language use and norms
- Communication patterns
 - Integration of rules

Divergence

Differences in styles

Gile's Communication Accommodation Theory



Source: Giles & Ogay, 2007

Face Negotiation Theory (Ting-Toomey, 2022)



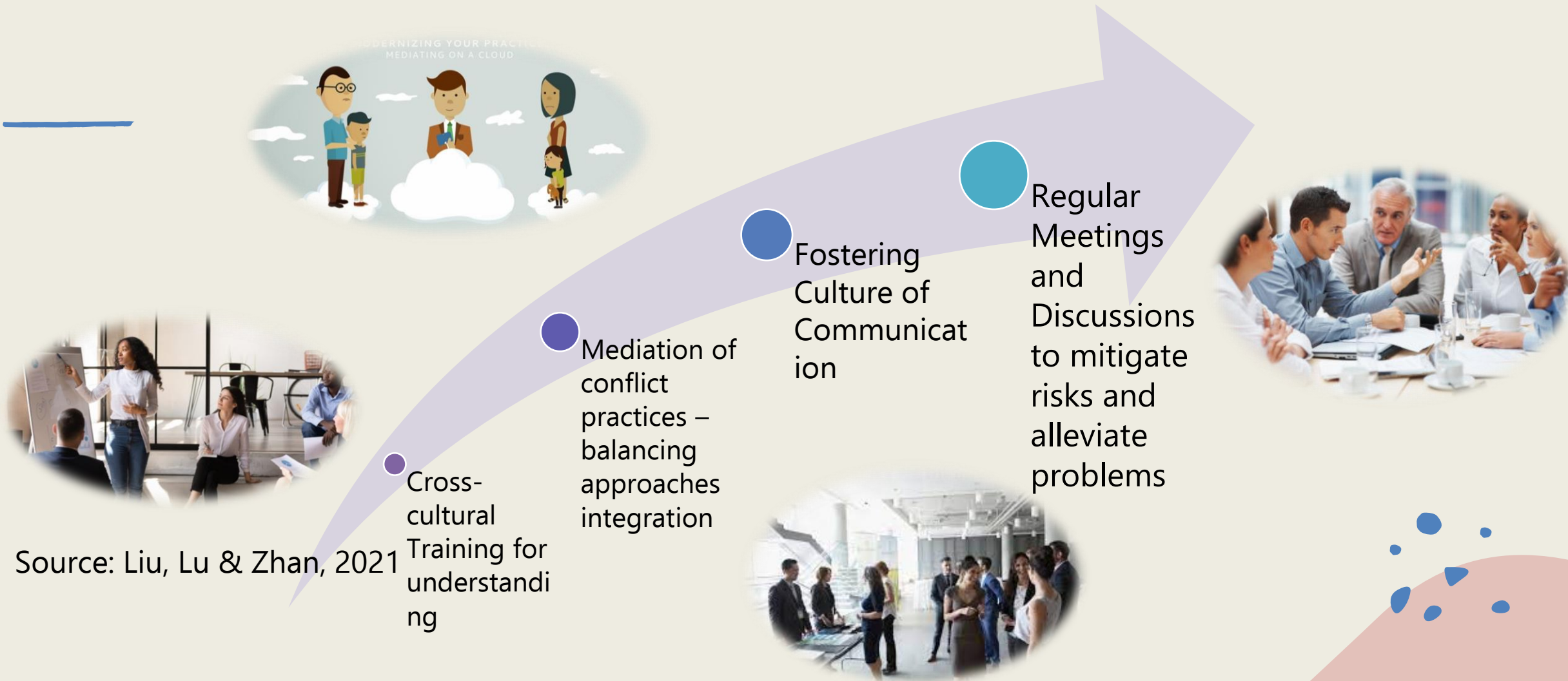
British:

Individualistic views
Individual faces are more
important

China:

Collectivist
Maintaining Harmony

Strategies for Addressing Cultural Challenges



Reference List:

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- [Glaister, K.W.](#) and [Wang, Y.](#) (1993), "UK Joint Ventures in China: Motivation and Partner Selection", *Marketing Intelligence & Planning*, Vol. 11 No. 2, pp. 9-15. <https://doi.org/10.1108/02634509310027855>
- Liu, Chuanqi & Lu, Jiahao & Zhan, Yuxin. (2021). Cultural Differences in Business Negotiations Between China and the UK. 10.2991/assehr.k.211011.079.
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- Ting- Toomey, Stella. (2022). Face-Negotiation Theory. Available at: https://vle.upm.edu.ph/pluginfile.php/173396/mod_resource/content/0/03%20Face%20Negotiation%20Theory.pdf
- Zhang, X. (2020). Analysis of Cultural Differences in China-Uk Joint Ventures --Based on Hofstede's Theory of Cultural Dimensions. *Analysis of Cultural Differences in China-Uk Joint Ventures* . [online] doi:<https://doi.org/10.25236/icemeet.2020.081>.