International Business Communication



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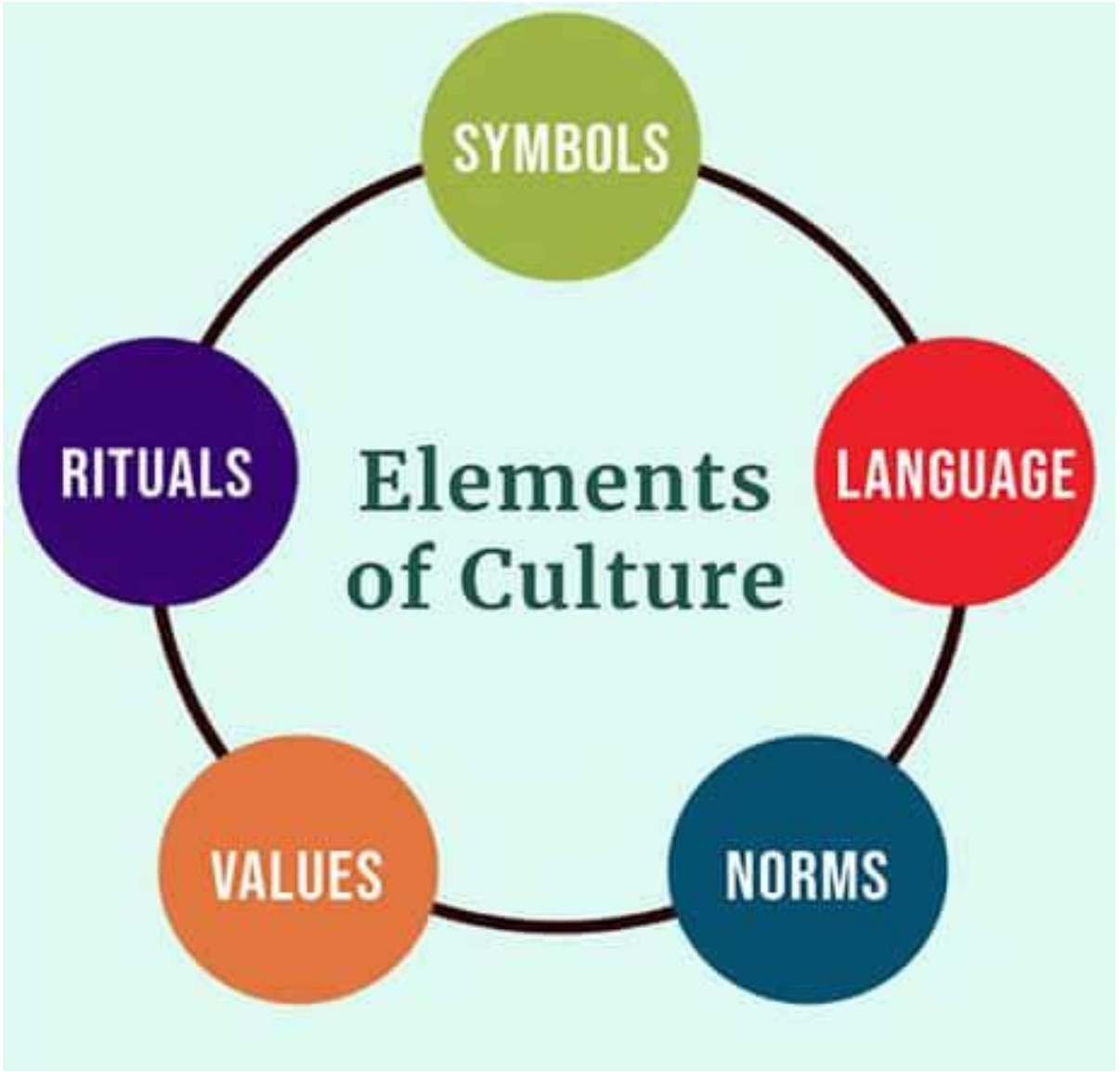
Introduction

- The presentation aims to analyse International business communication between the UK and China to implement the right negotiation strategy.
- International business communication helps in the expansion of business.
- The goals of the organisation becomes clear for the significant stakeholders (Adanlawo, Reddy and Rugbeer, 2021)



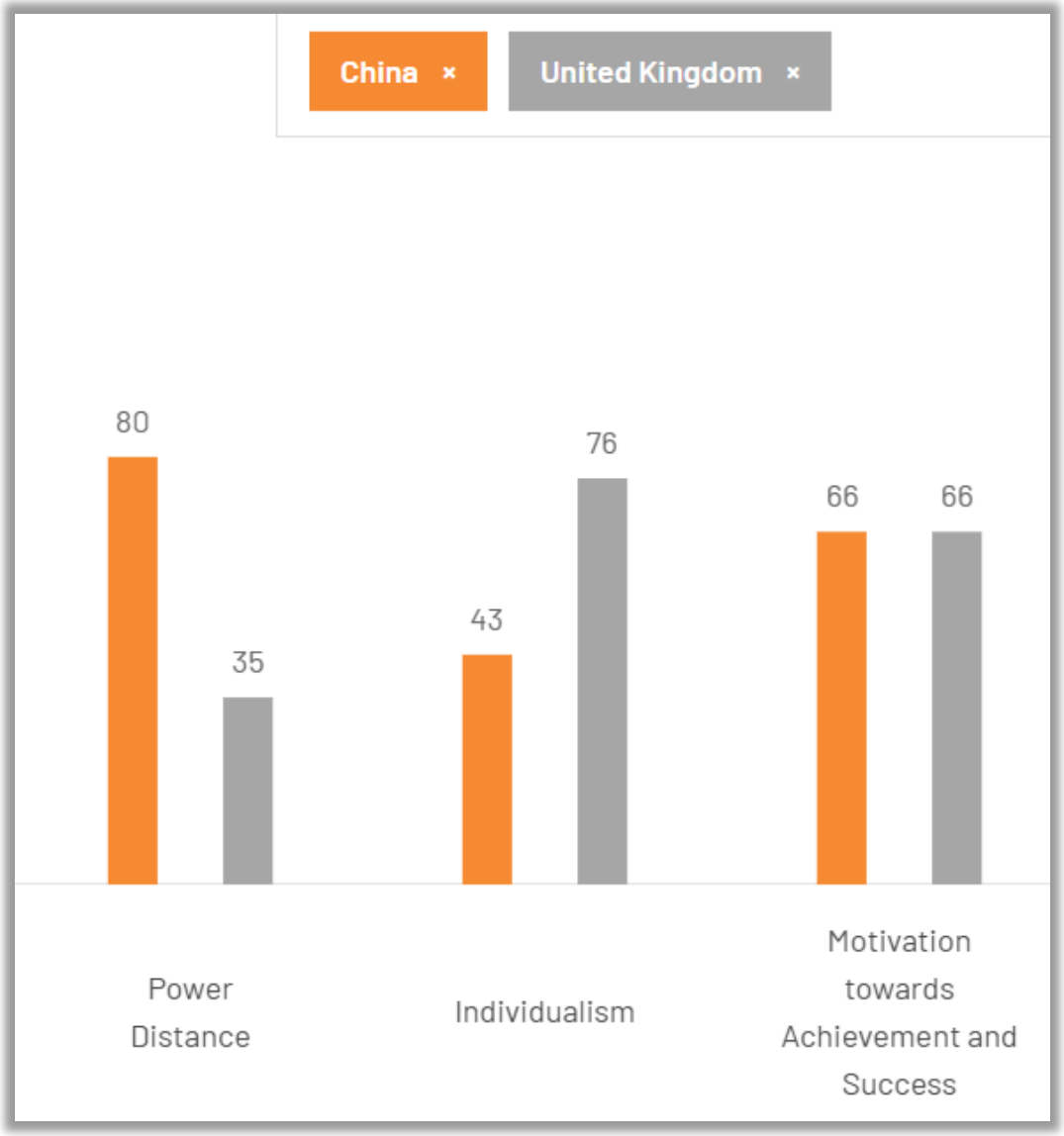
Cultural factors

- The lifestyle followed by individuals can be described as a culture.
- The way individuals tend to think and behave is influenced by culture (Saroglou *et al*., 2020)
- The various elements of culture are language, beliefs symbols, and values. Rituals and norms.



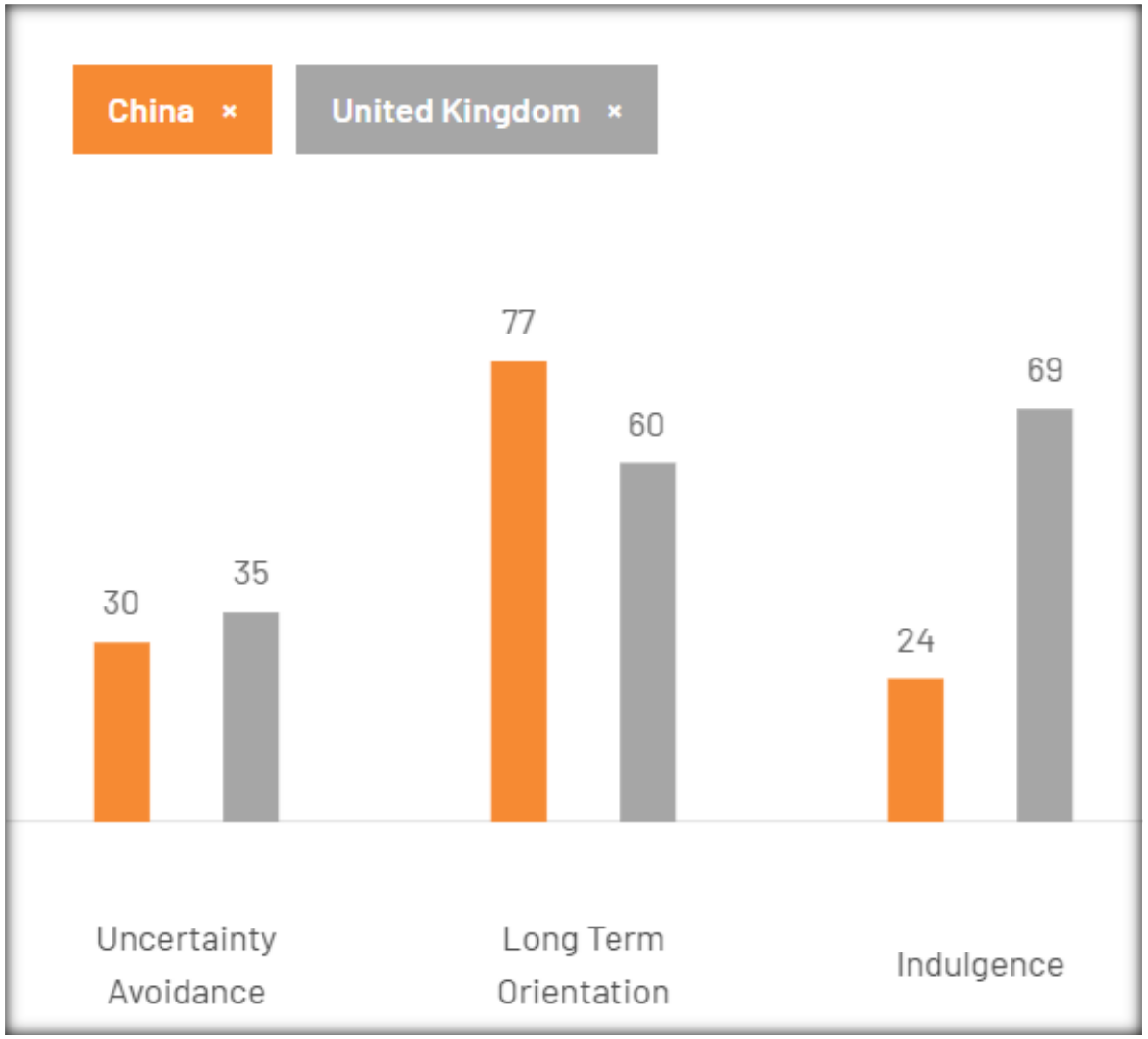
Hofstede cultural model for cultural analysis between China and the UK

- The ranking system of China tends to be centralised, whereas the rankings system of the UK is flat (Bo and Cheng, 2021)
- China is a collectivist society, however the UK follows individualism
- The motivation towards success and achievement is similar for both the societies



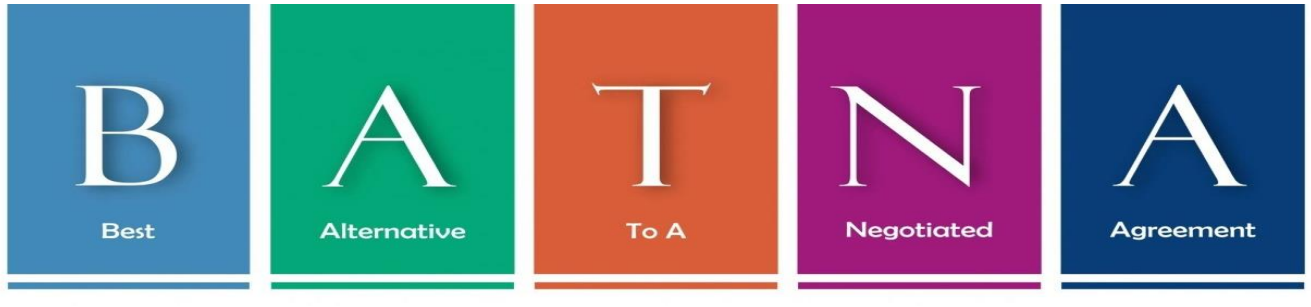
Using Hofstede cultural model for cultural analysis between China and UK (contd)

- Both China and the UK tend to be flexible and open to innovative ideas
- The societies of the UK and China tend to take a realistic approach in sorting crises (Ni *et al*., 2020)
- The UK society strikes a cordial balance between work life and leisure, unlike China.



Utilization of negotiation strategy

- Incorporation of a proper negotiation strategy with help Octopus energy group in enhancing communication (Etukudor *et al*., 2020)
- Octopus energy group will also be able to create value and gain trust of the Chinese society
- A proper utilisation of BATNA will help the organisation in avoiding unfavourable circumstances



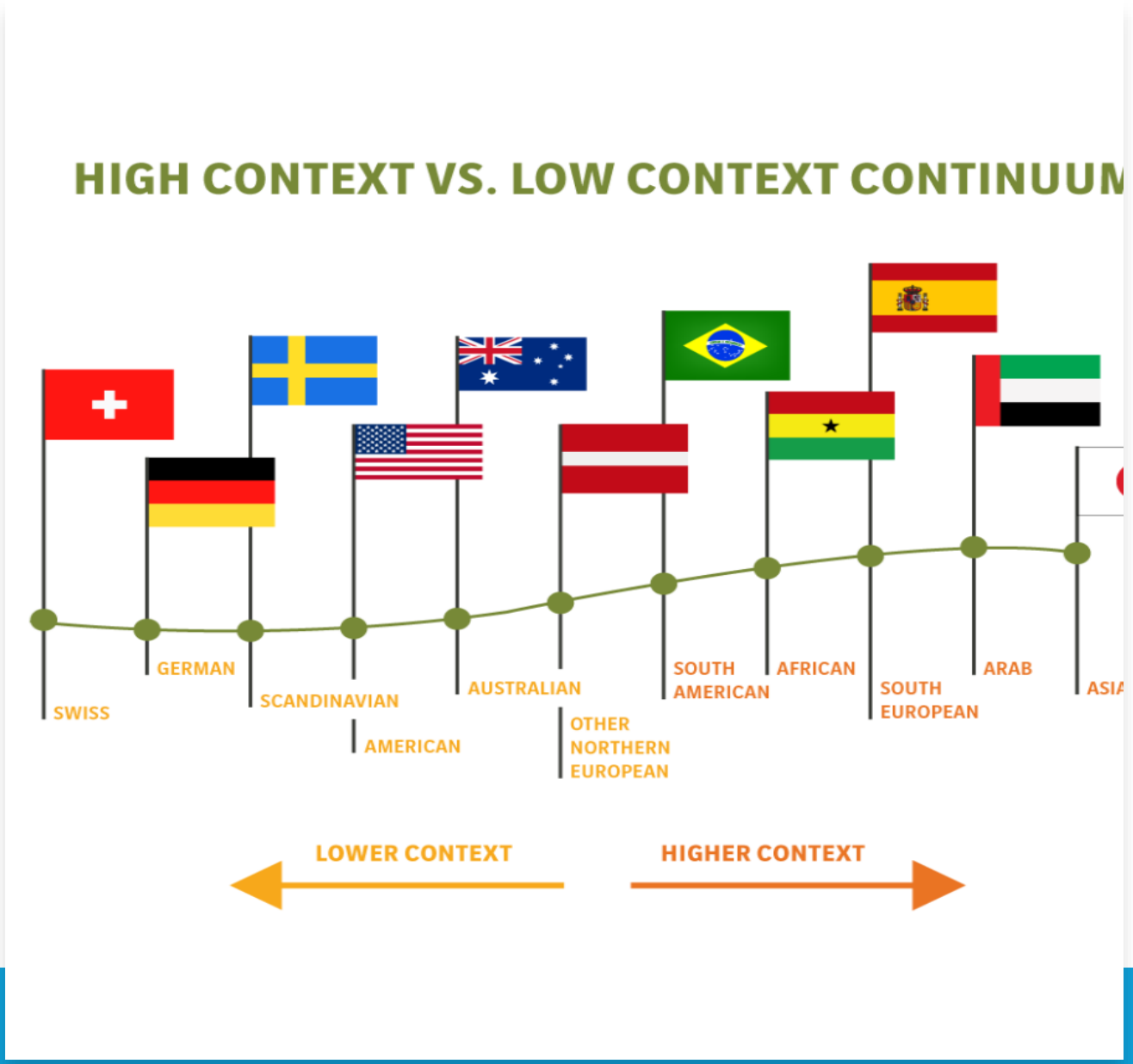
Importance of cross-cultural negotiation

- Implementation of cross-cultural negotiation might help in the proper analysis of the society
- Octopus energy group might also be able to build a cordial relationship with the Chinese society
- The organisation and the society will be able to garner mutual benefits due to cross-cultural negotiation



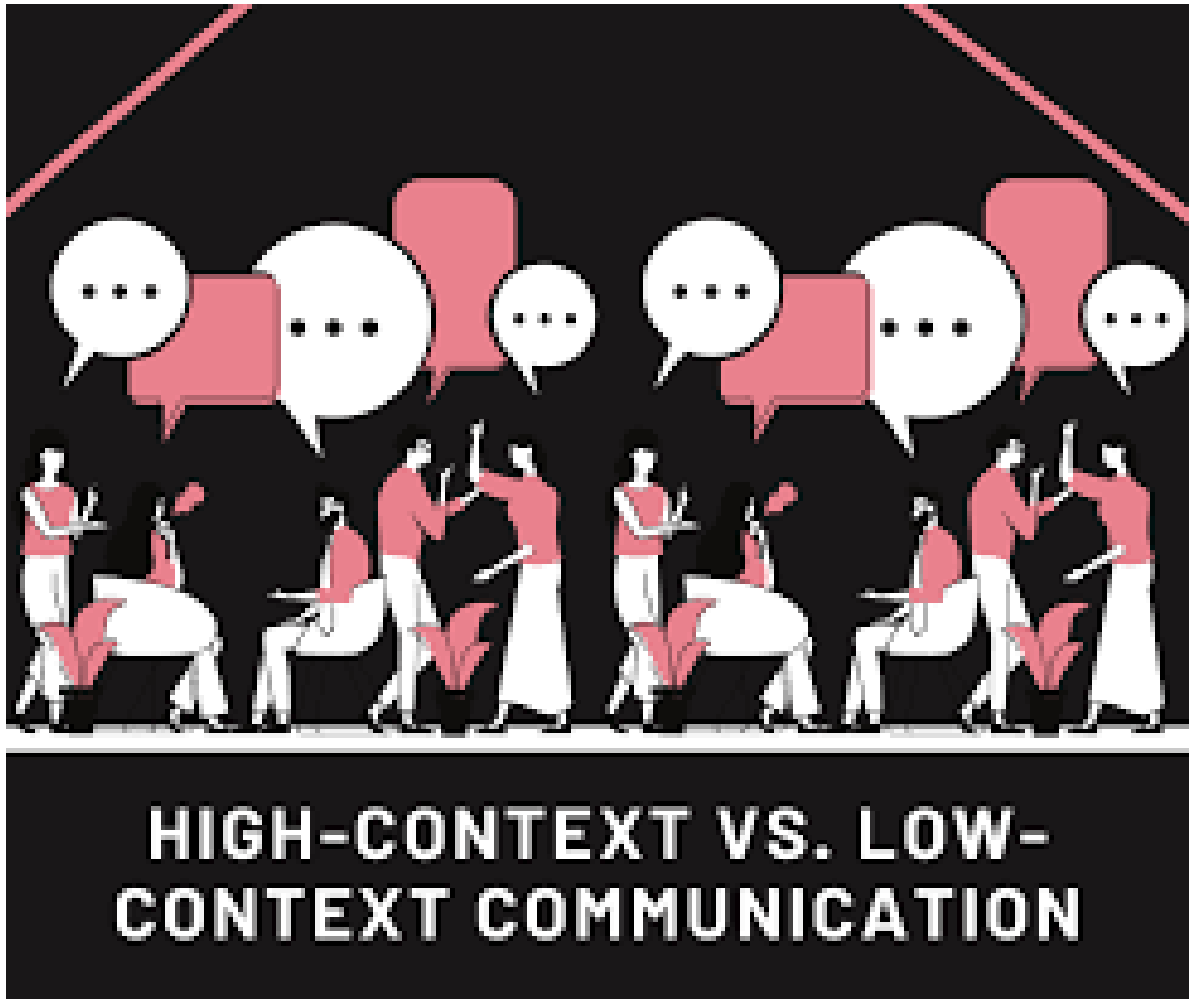
Discussion on high and low context culture

- Low context culture of China induces opportunity for Octopus Energy group to work on non-verbal communication
- The aspects of shared knowledge tends to be more in the UK society (Kaynak, Kara and Maksüdünov, 2023)
- The strong networking abilities of high context culture might prove to be positive for Octopus Energy group



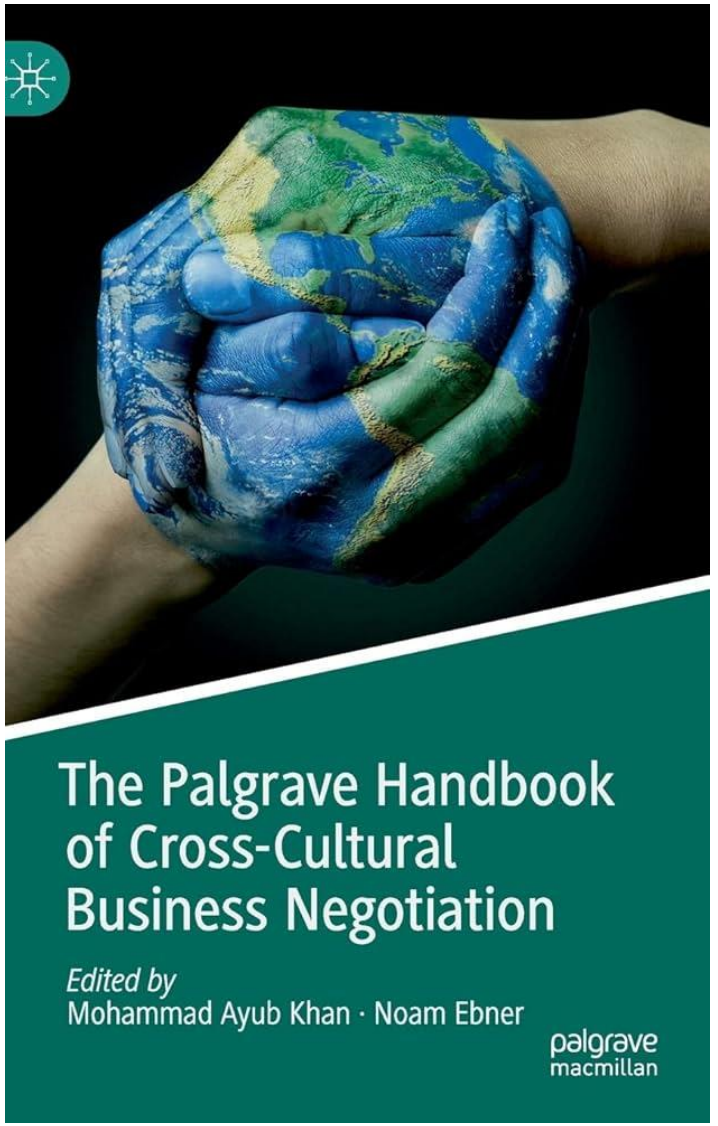
Relationship management

- Octopus energy group might strive to focus on shared as well as tacit knowledge
- The organisation might strive to enhance non-verbal communication
- Providing interactive training programs for the employees might establish proper communication systems (Johnson, Nathan, and Rawski, 2023)



Conclusion

- Cross-cultural negotiation helps in expanding the business ventures
- Octopus energy group might focus on enhancing non-verbal communication
- The organisation will be able to gain value and garner the attention of significant stakeholders



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