

International Business Communications

Student Name: **Marian Dragos Beaca**

Student Number: 1917126

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Module Lecturer: Husam Alharahsheh

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Introduction

The report will demonstrate international communication and business. The organisations sell various products and numerous services around the world. While establishing business connections, alliances are constructed with individuals that hail from diverse cultures. Each and every culture and country shows communication challenges for businesses. Fine international business communication technology allows the building up of these complicated business relationships. Insufficient communication patterns can direct to loss of business and global pressure between countries (Bartlett, Doz and Hedlund, 2013). Communication refers to an intricate blend of non-verbal communication and etiquette. The report will cover various intercultural and international theories applications in the developing country of India. Cultural sensitivities in business activities, various barriers to communication for foreign companies, and communication systems for corporate victory in developing countries will be critically considered.

Discussion

A. Brief introduction to India

India is a growing developing country in Asia with the biggest democracy and one of the most rapidly expanding economies in the globe. India was the seventh richest country in the year 2013. It is expected to evolve as the fifth largest economy in the year 2020 and the third-largest economy in the year 2025 after the United States and China.

The population of India was around 1.3 billion in the year 2016, and according to a prior UN report, India will overtake China as the most populous country in the forthcoming time. India has around about 1 million inhabitants in 50 million cities, and three principal cities with more than 10 million inhabitants, Delhi, Mumbai, and Kolkata. However, despite the rapid growth, destitution is across-the-board in India. The Human Development Index (HDI) put up at the 136th position out of 187 countries, with about 25 per cent of the population of the country still dependent on a daily living wage of 1.25 dollars.

Since the end of the last century, India has made great strides in reducing deprivation. Between 2011 and 2015, more than 90 million humans were liberated from extreme poverty. However, the COVID-19 pandemic declined the economy of India by 7.3 per cent in the year 2021, despite the support of a well-designed monetary and fiscal policy. Between the range of 7.5 to 12.5 per

cent, India remains among the fastest-growing economies in the world. The rise in vaccination rates will determine the economic perspective for the present year and afar.

Successful labour and agricultural rectification can spur medium-term development, and imbalances between businesses and homes can hinder development (Kulke and Rothermund, 2016). The economic recession pushed by the attack of COVID-19 is believed to have had a significant influence on vulnerable homes, especially those that have failed. Recent projections of per head GDP, taking into account the pandemic effects, suggest that the rate of poverty in the year 2020 is expected to return to estimated levels in 2016.

The non-formal sector, which operates the majority of India's workforce, has been hit hard. Like in the majority of countries, pandemics heighten the susceptibility of traditionally excluded classes such as youth, women and migrants. The indicators of the labour market suggest that metropolitan households are more vulnerable after the COVID-19 pandemic. The response of the Indian government to the COVID-19 outbreak was swift and comprehensive. A national barrier to restricting health emergencies is comprehensive to alleviate the impact on the poorest households and SMEs.

Economic Outlook

After years of extremely high development, India's economy has already begun to delay the downfall of the pandemic of COVID-19. Between 2017 and 2020, the growth of the country fell from 8.3 to 4.0 per cent, slowing consumer spending growth and exacerbating the economic sector's weakness. The country's economy shrank by 7.3 per cent in the year 2021. In response to the COVID 19 shock, the RBI and the Government of India have reduced the retention of vulnerable businesses and families, increased support provision (increased spending on social and health protection), and mitigation of significant impacts on businesses. I accepted. Thanks to all these positive steps, a strong bottom effect will begin in 2022, the economy will recover and then the development of about 7% is expected.

B. Application of intercultural and international communication theories on India

India has scored 77 points in this regard and is grateful for the organizational and social hierarchy and top-down design (Casson, 2013). In short, from the Indian viewpoint, a person can

use the following words and phrases: Dependence on instructions from power or chief, adoption of uneven rights between leader and power, direct approach to superiors, family leaders, direct management and rewarding work goals in exchange for the loyalty of the award-winning employees.

Individualism

India with a score of 48 is a society with collectivist and individualist features. Collectivists refer to a wide range of options for belonging to a larger sociable framework in which a person is expected to act according to more important interests within a particular class. In these circumstances, a person's behaviour is influenced by numerous types of concepts, including families opinions, extended families, neighbours, working groups, and other more general sociable networks (Cavusgil et al., 2013).

Masculinity

India is believed a male dominating society as it earned 56 points in this respect. When it arrives at the observable power and success representation, it shows extensive masculinity. The popular and reputable brands, glitz and sparkle that escort the rise of success are common. Moreover, as a spiritual country, India with millions of deities and gods and diverse religious philosophies often demoralises people from engaging in masculine expressions to the extent that they can intrinsically bend. In more male dominating nations, the focus is on accomplishment and victory, which is reflected in material interests.

Uncertainty avoidance

India achieved 40 points in this area, making avoiding lucky breaks a medium-low priority. Flaws are commonly accepted in the country (Ferraro, 2021). It should not be perfect and it should have to be prepared as planned. Traditionally, India has been a forbearing country and is can tolerate unpredictable events. The nation holds it as a transition from dismissal. Residents of India usually do not feel rushed or compelled to make effort and comfort themselves with the assigned functions and patterns without questioning them.

Long-term orientation

India's score in this measurement is 51 and it is not always viable to decide the leader precedence in the country's culture. In this nation, the phrase 'karma' overpowers intellectual and spiritual reflection (Verbeke, 2013). As time is not always upright, so it is not always as vast as in Western cultures. Countries such as India are extremely easygoing with spiritual ideals from across the planet. In the country, there is a notion that the reality is tons and normally is based on the seeker. High-scoring communities of pragmatism often lack punctuality, changing game plans on the basis of different realities, and discovering the path of fate as they walk, rather than pursuing precise plans.

Indulgence

In this section, India has an underscore of 26. So it is a culture of restraint. A small population in this regard manages to be gloomy and suspicious. Quiet societies, in contrast to passive societies, put less emphasis on leisure and reduce the desire for satisfaction. Humans along this line are cognizant that their behaviour is denied by societies and assume that there is something bad with their self-satisfaction.

C. India's cultural sensitivity when doing business in India

The modern culture of India is based on the core Indian philosophical principles, the British rule legacy, and exposure to western influences during the globalization phase, specifically when India opened in the year 1991 (Kulk, 2016). Indian culture is family-centric and hierarchial. The nation embraces both collectivist and individualist practices. Opposition to coexistence forms tensions, which means individuals can act collectively and individually on the basis of circumstances.

Predictability

Victory on Indian soil is predictable, but it can still be a bit difficult. People can pledge, but they cannot sue them for various reasons. The Indians recognize this and plan not to meddle with this when this offence occurs. For example, it is difficult to specify in an automatic implementation.

Communication

This is crucial for setting up and running a company. Collective ideas are established in peace and usually do not tend to obscure others (Luo and Shenkar, 2017). The managers in Indian companies should not immediately tell their true feelings through business issues. If a person from another country is not susceptible, he can pull the wrong decisions. For example, a company in Europe has launched a contractual arrangement with its Indian allies. They wanted the company of India to advertise product A, but the company of India wanted to facilitate product B. The company of Europe got obscured because this difference was not settled and the product A they were trying hard to advertise did not work well. The alliance certainly ended when the Indian organisation filed a complaint.

Lack of teamwork

There is a substantial individualistic pedigree among the indigenous people. Collaboration demands compromise and cooperation. Groups or teams must work with each other and with a common intention. Moreover, the individualistic tendencies of each person who believes that their skills and potential explanations are the most suitable make concession difficult. Overseas organisations doing business in India need to promote a culture that encourages shared bonds while valuing originality.

Understanding the psychology of the Indian business partner

Most of the businesses in India are owned by families or family-centred. (Meydanlioglu, Arikan and Gozum, 2015). Decision making in these organisations is also family-centred and one needs to understand the psychology of the family when dealing with them. They often overlook focusing on fair expenditures from a company mindset, which requires balancing the need for branding. This is particularly important if the organisation has global operations.

D. Analysis of numerous communication barriers faced by foreign companies in India

The barriers or obstacles to communication in our regular lives can enormously affect the equilibrium between work and relations. Influential communication can crack a great majority of

issues. Communication refers to a simple skill, but ego, language, resistance to change, cultural differences, insensitivity, and other behavioural illnesses make effective communication hard.

Cultural Barriers

Diverse elements of cultural barriers like personal space, body language, gender roles, age factors, voice regulation, professional qualifications, clothing, and physical appearance are impacted. Globalization and freedom inevitably lead to cultural diversity in the workplace. In addition, it can lead to different communication obstacles (Shaw, 2015). Some people in India nod their heads sideways and tell 'no', whereas, some individuals shake their heads vertically and say 'yes', while other people shake to the side and tell 'yes'. There is also a small distinction in pace. Fast motion is a 'no' and slow-motion is usually a 'yes'.

Caste and Community Barriers

Various beliefs, diverse ethnicities, distinct denominations, differences between white and black skin, and disparities in caste create powerful communication barriers in the office. People are not as real and unpretentious with others as they were before. This mindset must be modified for the nation and the personal benefit.

Language barriers

Most groups speak the same language, and if some team members are more eloquent than others, it creates a social space between them. Individuals who are not fluent in English generally stop interacting in international teams. That is, the team may not be able to obtain all the necessary input. It can be difficult to understand what is being said if people speak too quickly or use too much colloquialisms. This could also have an impact on how people's abilities are perceived. Non-native English speakers have career opportunities than native English speakers (Rizomyliotis, Konstantoulaki and Kostopoulos, 2017).

Geographical distance

In a global virtual group, people do not hold the chance to interconnect and engage as in a typical workplace environment. Also, the less someone knows about others, the less knowledge they share with them. Thus, cooperation with virtual teams is becoming more and more challenging.

Teams that work far away from the main centre can often miss left out. On the other hand, members of a team at the main centre may feel that other colleagues have not contributed as much as they did (Gopalakrishna and Lilien, 2012). Time zone differences could also be a topic of concern. When individuals are away from headquarters, it is frequently preferred that they make do with inconvenient meeting times. A few individuals quit their jobs because they are tired of late-night conferences.

Conflicting values

Cultural conflicts arise when other people's actions endanger the values of others. Behavioural discrepancies or differences usually indicate that there are some inconsistent values below the waterline. However, there is no right or wrong method to do this. That is the pinpoint of cultural norms. Speaking apparently and leaving no space for misinterpretation is a sign of professionalism in a country like Germany. However, in countries like India, people prefer to describe themselves and indirectly convey themselves. People in India solve problems through strange clues (Tenzer, Pudenko and Harzing, 2014). The danger here is that individuals with natural cultures become insensitive and individuals with indirect cultures look wrong.

E. Appropriate communication strategies for successful business in India

Innovation and team building

The ability to communicate and share innovative ideas freely and confidently in front of everyone at the table is what makes everyone unique and special. To establish a prominent and important team, participants should communicate effectively with one another and work together to solve the mysteries of any company's task. By developing actionable strategies and acting as a team, anyone can lead to smarter conclusions, ensure employee satisfaction and build trust (Strange and Zucchella, 2017).

Development in every viewpoint

Communication can be seen in two ways: internal and external. It simply means that a person's abilities from the inside can have the news throughout if he has significant verbal language - which can translate into a successful excursion in his work career. Everybody has a wealth of experience and knowledge. But, what distinguishes individuals in their professional

development? Life is not always about getting ahead without doing complex work and having self-confidence. When people are awakened by the environment all over them, they can modify and play a key role in success (Jerman and Završnik, 2012). This is proportional to their communication abilities. In other words, talk about things and take advantage of opportunities as they arise.

Strong management

High ranking leaders who are effective communicators can manage their teams effectively, delegate work, and address issues like resolving conflict, relationship building, inspiration, and responsibilities. They are considered the company's presenters; if they have strong skills, they can convince consumers by their ability to express themselves freely with their coworkers, bosses, and peer group.

Conference calling

Everything was open before COVID, but its crisis closed many things again and forced humans to work from home. Meetings via Video Hangouts have become normal and opinions and thoughts are expressed during Video conferences and meetings. There are virtual sessions where the confidence and skills of team members make meeting decisions successful. This is a method that can affect an individual.

Resolving conflict

In a situation of dispute in business or the place of work, problem-solving necessitates the flow of information. Impactful communication does not involve stating who is correct and who is incorrect. In reality, it is all about maintaining an open thought process and engaging in legitimate, optimistic, and active conversations to ensure that everybody's requirements are satisfied. The ability to resolve conflicts and restore a friendly work environment can make a working environment wonderful. Everyone is affected by the COVID-19 emergency - the emergence of a unique variant has once again impacted companies, entities, school systems, and universities, as all job vacancies have come back. Good communication is also key to solving any problems in the digital world.

Conclusion

India is a fast-growing Asian country that is still in its early stages. It is the world's biggest democracy and one of the quickest developing economies. The Indian economy had already begun to postpone the downturn of the COVID-19 global epidemic after years of rapid growth. In this report, Hofstede's international and intercultural theory has been applied to India. It included components such as power distance, individualism, masculinity, long-term alignment, and delicacy. Furthermore, the report addressed cultural awareness problem in India, which have been encountered by an amount of overseas companies. The report also discussed different communications obstacles/barriers encountered by foreign businesses in India, such as based on culture, society, and communication problems. Finally, the report outlined various communication strategies for the success of business.

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