



International Business Communication

Assignment 2
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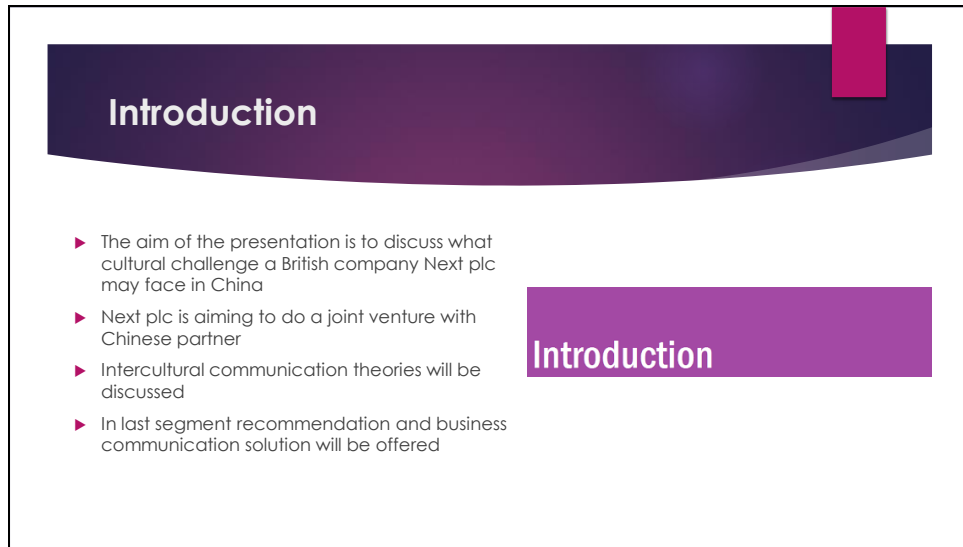
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The slide features a dark purple header with the word 'Introduction' in white. Below the header, there is a list of four bullet points, each preceded by a purple triangle. To the right of the list, there is a smaller purple box with the word 'Introduction' in white. The entire slide is enclosed in a black border.

Introduction

- ▶ The aim of the presentation is to discuss what cultural challenge a British company Next plc may face in China
- ▶ Next plc is aiming to do a joint venture with Chinese partner
- ▶ Intercultural communication theories will be discussed
- ▶ In last segment recommendation and business communication solution will be offered

Introduction

The presentation's goal is to examine potential cultural challenges that Next plc might encounter in China, where the business hopes to establish a joint venture with a Chinese partner. Intercultural communication theories will be part of the presentation and will provide at the end advices and a business communication solution.

Overview of joint venture

- ▶ Joint venture is the two parties which aim at doing the business together (Sestu and Majocchi, 2020).
- ▶ Joint venture happens when two person agrees to do business and earn shared profit
- ▶ It is like any other business which are develop for the motive of learning
- ▶ Profit and loss are shared in an agreed ratio



A joint venture is when two parties work together to conduct business (Sestu and Majocchi, 2020).

When two people agree to work together on a project, a joint venture is created. It is similar to any other business that was established with the goal of learning. An agreed-upon ratio is used to divide profit and loss.

Joint venture between UK and China (advantages)

- ▶ Enhanced sale and penetration in emerging market can be done by Next plc
- ▶ The Next plc can enhance sales revenue through joint ventures (Sun *et al.*, 2021).
- ▶ The risk and cost will be shared and it will be benefit for Next plc
- ▶ New knowledge and expertise will be accessed by both parties



Next plc which is a British firm can increase sales and market share in emerging markets. Through joint partnerships, the British corporation can increase sales revenue (Sun *et al.*, 2021). Since the cost and risk are shared, the British company will profit. Both sides will have access to new information and skills.

Joint venture between UK and China (Disadvantages)

- ▶ Privacy is neglected in the joint venture business and Next plc will face difficulties
- ▶ There might be conflict among both the parties (Bundy *et al.*, 2018)
- ▶ There can be fraudulent activity among people
- ▶ Uneven division of work can be done



In the joint venture business, confidentiality is ignored and that can be harmful for Next plc. Both parties could be at disagreements with one another (Bundy *et al.*, 2018). There may be dishonest behaviour among people. It is possible to divide the labour unevenly.



Different aspects of cultural challenge in doing business with Chinese partner

- ▶ China has a rich cultural aspect which dominates the impact on daily life
- ▶ Legal structure of China is different from the United Kingdom
- ▶ The belief and tradition of doing certain things are completely different (Vasquez, 2020)
- ▶ The Next plc might face challenge of wrong distribution channel when entering Chinese market

**THE
CHINA
CULTURE
CHALLENGE**

★

GAME FOR MASTERING
CHINA BUSINESS SKILLS

China has a vibrant cultural heritage, which has a significant influence on day-to-day life. China's legal system differs from that of the United Kingdom. There are vast differences between what people believe and how they have always done things (Vasquez, 2020) When entering the Chinese market, Next plc may encounter difficulties due to the improper distribution channel.

Different aspects of cultural challenge in doing business with Chinese partner (continued)

- ▶ One of the main cultural challenge that Next plc will experience is language challenge
- ▶ China and UK speaks two different language altogether
- ▶ China speaks Mandarin as their national language where's UK has English as its national language
- ▶ These challenges are huge while considering to do partnership with Chinese partner (Liu *et al.*, 2020)



Language barriers are one of the biggest cultural issues that Next plc has to deal with. Together, China and the UK speak two separate languages. China's official language is Mandarin, while the UK's official language is English. When considering a cooperation with a Chinese partner, these challenges are enormous (Liu et al., 2020).

Different aspects of cultural challenge in doing business with Chinese partner (continued)

- ▶ Difficulty of communication is one of the major challenge while partnering with Chinese partner which Next plc will face
- ▶ It is difficult to communicate in China as English is not the official language in China. The employee of Next UK may not know Language of China completely
- ▶ It is crucial to understand what hurts Chinese community such as etiquettes, religious norms and so on (Irwin, 2020)
- ▶ These challenges need to be resolved for efficient business partnership



One of the main challenges when collaborating with a Chinese partner is communication difficulty that will be experienced by UK based company Next plc. Communication in China is challenging because English is not the national tongue (Next Retail Limited, 2019). Understanding what harms the Chinese community—such as manners, religious standards, and so forth—is vital (Irwin, 2020) In order for a corporate collaboration to be successful, several issues must be overcome.

Intercultural communication theories

Cultural convergence

- ▶ The cultural convergence theory is when two of the culture joints (Yu *et al.*, 2019)
- ▶ Likeliness in ideas will be more forced as two culture comes to know about each other
- ▶ This theory is restricted to diverge in direction of diversity when communication is limited
- ▶ It is one of the effective cultural theories



The hypothesis of cultural convergence states that when two cultures collide and they become more familiar with one another, divergences between those parties may increase (Yu *et al.*, 2019) . According to this argument, communication barriers will only cause ideas to diverge in unexpected directions. One of the most useful cultural theories is this one.

Intercultural communication theories (Continued)

Communication accommodation theory

- ▶ The concentration of this theory is on language strategy to enhance or lower the communicative distances
- ▶ The notion when two person is speaking to each other, one person modifies the manner they speak to accommodate another person (Huston et al., 2021)
- ▶ In order to understand and foresee how, why, and when individuals modify their communications behaviour throughout social contact, communication accommodation theory was developed.
- ▶ It is an important concept in the intercultural communication theory



This idea focuses on linguistic strategy to increase or decrease communicative distances. The concept that one person adjusts their speaking style to accommodate the other person when two people are speaking to each other (Huston et al., 2021)

The communication accommodation theory was established to comprehend and anticipate how, why, and when people change their communication behaviours during social engagement

Intercultural communication theories (Continued)

Intercultural adaptation

- ▶ The concept of intercultural adaptation holds that people begin to adopt the beliefs, customs, and values of another community after spending a significant amount of time there.
- ▶ According to adaptation theories, people from outside must actively participate in transforming their self-beliefs to conform to those of the society's mainstream for adapting.
- ▶ When people lives in abroad it is common to adapt them self in order to love peacefully (Lind, 2018)
- ▶ It is one of the important intercultural communication theories



This communication theory is important in adapting the culture of the country in which one is moving. It aims at changing oneself to fit in the country. Adapting to changing tradition, beliefs and culture.

Recommendation

- ▶ Ensuring clear as well as polite communication is significant to overcome cultural challenge this will help Next plc
- ▶ Learning about different culture is recommended for cultural difference to Next plc.
- ▶ It is suggested to work towards accommodating cultural difference (Kelliher *et al.*, 2019)
- ▶ Sharing knowledge with one another regarding culture is essential.



To overcome a cultural barrier, it is crucial to provide respectful and straightforward communication. For cultural diversity, learning about many cultures is advised for Next Plc. It is advised to make efforts to accommodate cultural diversity (Kelliher *et al.*, 2019) It is crucial that we educate one another about different cultures.

Recommendation (Continued)

- ▶ Employee diversity training is one of the most essential aspect when dealing with people of different culture
- ▶ Learning language or using technology to translate will help Next plc.
- ▶ Being open to culture as well as differences is important (Pritchard et al., 2020)
- ▶ Embracing different cultures and respecting them is essential for Next plc to be successful in China.



One of the most important aspects when working with people from diverse cultures is employee diversity training. Using technology to translate or learn a language will be helpful for Next plc. It's crucial to be accepting of different cultures and diversity (Pritchard et al., 2020) respecting and embracing many cultures is crucial.

Business communication solution to enable partnership

- ▶ Being clear and transparent is one of the best solution to have effective communication solution which **Next plc** can undertake.
- ▶ It is important to use communication channel which can translate languages
- ▶ Being honest and fair is important in order to enable partnership (Nelson, 2021).
- ▶ Connecting with the partners regularly or staying in touch is an important part in enabling partnership

Effective
Communication
Strategies



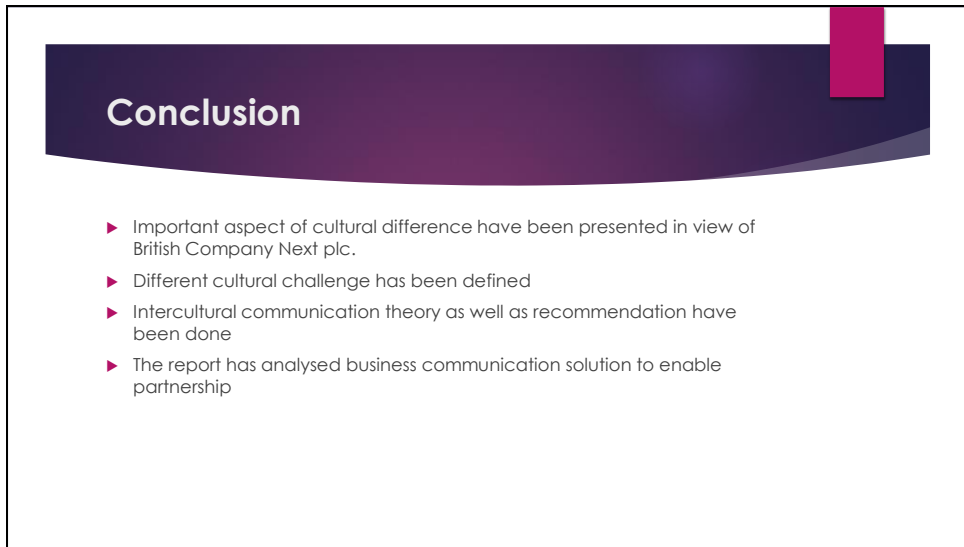
One of the finest ways to have effective communication is to be direct and honest which Next plc can adhere to. Utilising language-translating communication channels is crucial. Being truthful and just is crucial to fostering collaboration (Nelson, 2021). Regular communication and contact with the partners are crucial for fostering collaboration

Business communication solution to enable partnership (Continued)

- ▶ Personal touch is important in communication process for Next plc.
- ▶ Offering knowledge as well as resources freely is important.
- ▶ Meeting commitment and standing to the need to partner through effective communication (Huston *et al.*, 2021)
- ▶ It is important to have communication channel which is free from any barrier



In the communication process, personal contact is crucial for Next plc. It's crucial to provide resources and knowledge freely (Next Retail Limited, 2019). Demonstrating commitment and partnering as necessary through effective communication (Huston *et al.*, 2021). It is crucial to establish a barrier-free line of communication.



Conclusion

- ▶ Important aspect of cultural difference have been presented in view of British Company Next plc.
- ▶ Different cultural challenge has been defined
- ▶ Intercultural communication theory as well as recommendation have been done
- ▶ The report has analysed business communication solution to enable partnership

Significant cultural differences have been highlighted for Next plc to work in china. Various cultural obstacles have been identified. There has been research on intercultural communication theory and recommendations. In order to facilitate partnerships, the report has examined business communication solutions.

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