

Student name: Mariya Staneva

Student ID:2030579



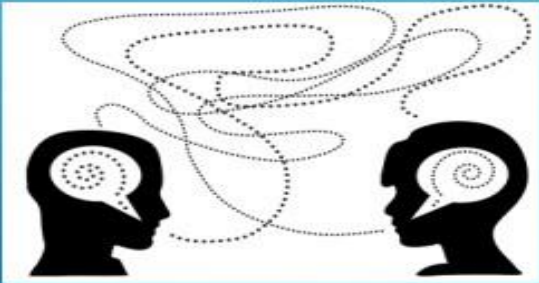
SN: The necessity of international business communication in the banking industry is effective in order to get better support from the work force which is necessary for its successful expansion in future. The chosen organisation for this study is ***Starling Bank*** from the UK and ***HSBC*** from China. The current revenue rate of Starling Bank is ***£453 million*** while the current revenue rate of ***HSBC*** is ***£11.88 billion***.



CULTURAL DIFFERENCES AND CULTURAL VARIABLES

- Communication procedure
- Interpretation of language barrier
- Promoting culture and respecting

SN: In time expanding business in other nations maintaining the cultural differences in a critical and modest way will assist *Starling Bank* to get desired profit from its future expansion and development. The promotion of the local culture at the beginning of the process is necessary to deal with any types of cultural challenges. The dealing process of cultural differences of HSBC can be beneficial for *Starling Bank* to get better ideas related to the necessary cultural actions.



THOUGHT PATTERNS AND ATTITUDES

- Improving the way of accepting new cultural dimension
- Better understanding of the attitude of people
- Developing new business communication process

SN: The thought patterns and attitudes are one of the primary factors of the business communication process. Maintaining the attitudes of the authority is necessary for ***Starling Bank*** in the beginning in order to develop better attitudes among the people which can assist the organisation to improve the way of dealing with different culture related issues. Understanding the necessary components of the culture is necessary to get used to a new cultural dimension.

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INFLUENCE OF LANGUAGE IN SOCIAL ORGANISATIONS

- Implementation of cultural acceptance strategies
- Better focus on social organisation
- Dealing with cultural similarities



The illustration shows a person with brown hair in a bun, wearing a blue sweater, sitting at a desk with a laptop. Several speech bubbles emanate from the person, containing the word 'Hello' in different languages: 'Bonjour' (French), 'Привет' (Russian), 'Ciao' (Italian), 'Witaj' (Polish), and '你好' (Chinese). Below the person, there are small flags of the United Kingdom, Germany, and the United States. The background of the illustration is a light blue with various words like 'Bonjour', 'Hello', 'Ciao', and 'Привет' repeated in different colors and sizes. At the bottom of the illustration, there are two white rectangular boxes with the words 'LANGUAGE' and 'INFLUENCE' in red capital letters.

SN: In order to expand in the conservative country there are several particular actions that need to be followed by every organisation. In this study ***Starling Bank*** needs to develop certain cultural acceptance strategies that can assist the organisation in a positive way to make the expansion process effective for the organisation's future development. Apart from this, it has been highlighted that focusing on the social organisation is one of the effective tasks under the expansion process that can assist ***Starling Bank*** to deal with cultural similarities in a positive way.

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SN: As per based on this model it can be stated that Hofstede's cultural dimension model will be effective at this scenario. Based on the power distance dimension it has been seen that in both nations the concept of equality is not present. On the other hand, it has been seen that the presence of inherent tension is common among both nations that can affect the concept of cultural acceptance in a negative way.

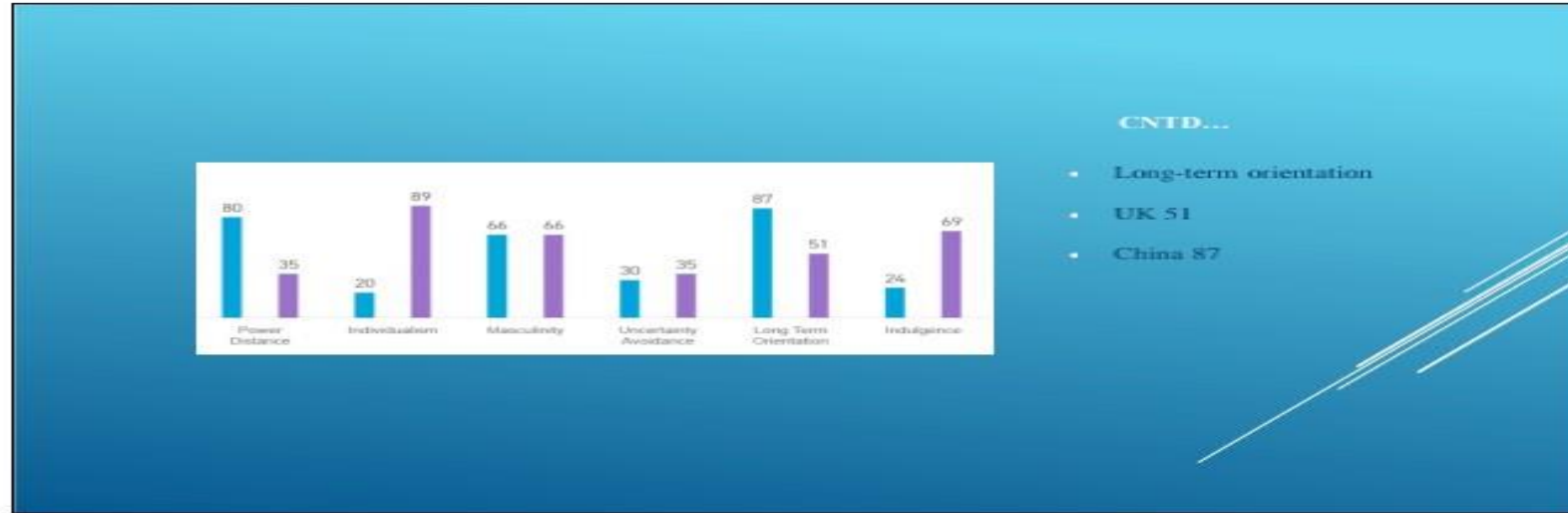


CNTD...

- Masculinity score
- China 30
- UK 35

SN: The masculinity score of the UK and China is high therefore it can be stated that both of the nations have a massive competitive nature inside of it. Hence, ***Starling Bank*** needs to work with an adequate number of strategies in order to get better opportunities for better growth and development in the banking industry. On the other hand, the presence of proper cultural set up is necessary and it can be beneficial for the following organisation to deal with the cultural barriers in a successful way. The uncertainty avoidance rate of the UK and China is different such as China's rate is 30 and UK's rate is 35.

Slide 8



SN: According to the other dimension of this model it can be stated that China has an 87 score in its long-term orientation. On the other side, the UK's score is 51 in this dimension and based on the score rate it can be stated that Chinese employee have more practical mindset which is necessary for the organisation to get a better work force however, ***Starling Bank*** needs to support the cultural concept that China used to have inside of their society.



The illustration shows five people standing in a row against a city skyline background. From left to right: a man in a white t-shirt with a red star, a woman in a pink kimono, a woman in a red and gold traditional Chinese robe, a woman in a blue and white traditional Korean Hanbok, and a man in a red jacket and black beret. Each person has a speech bubble above them with a greeting in their native language: 'Hello!', 'こんにちは! Konnichiwa!', '你好! Ni Hao!', '안녕하세요? Annyeounghaseyo?', and 'Bonjour!'.

**CULTURAL CHALLENGES
LANGUAGE BARRIER**

- Developing equal and independent work culture
- Cultural acceptance
- Workforce needs and requirements

SN: The cultural challenges are one of the common and significant factors in the society that needs to be dealt with by **Starling Bank** to get the adequate and desired rate of success. The role of developing equal and independent work culture is necessary for every organisation. On the other hand, understanding the needs and requirements of the employees is also necessary at the present time which is one of the primary issues that can act as a leading challenge for **Starling Bank**. These are the primary actions that need to be ensured by **Starling Bank** to develop effective international business communication to expand successfully its business in China.



NON-VERBAL COMMUNICATION AND BODY LANGUAGE

- Better focus on non-verbal communication and body language
- Presence of strategic work force
- Promotion of better rate of sensitivity

SN: Non-verbal communication and body language is one of the primary factors that *Starling Bank* needs to focus on in the beginning. Due to the presence of a language barrier, it is necessary to communicate through body language at the beginning which can be effective to get better ideas regarding the want and needs of the work force in a strategic way. Promoting the concept of sensitivity is necessary here in order to promote better rate of efficiency which is necessary for any organisation from the beginning.



SN: After the analysis it can be concluded that for further expansion *Starling Bank* needs to focus on the critical issues and barriers in the society that can assist any organisation in a positive way to get better success in future. Apart from this it has been found from the study that understanding the necessity of cultural acceptance is crucial to influence the workforce and make them more productive.



RECOMMENDATION FOR AN EFFECTIVE CULTURAL COMMUNICATION STRATEGY

- Focusing on the thoughts and views of the employees
- Better attention on the verbal and non-verbal messages
- Allowing the employees to take part in the decision-making process

The illustration shows a group of seven diverse people in a meeting. A man in a red shirt is speaking, with a speech bubble saying 'I have an idea'. A woman in a blue hijab is listening, with a speech bubble saying 'Haha!'. A man in a green shirt is also listening, with a speech bubble saying 'Haha!'. A woman in an orange dress is sitting on a bench, with a speech bubble saying 'Haha!'. A man in a blue shirt is sitting on a bench, with a speech bubble saying 'Haha!'. A woman in a purple shirt is standing, with a speech bubble saying 'Haha!'. A man in a yellow shirt is sitting on a bench, with a speech bubble saying 'Haha!'. The background is a light blue sky with clouds and a sun.

SN: In order to develop effective communication strategies there are several actions needs to be taken by ***Starling Bank*** to expand successfully in China. Focusing on the thoughts and feelings of the employees from the beginning is effective strategy that can assist the organisation to enhance link between the hierarchy. Apart from this, detailing the ideas and allowing the employees giving their views can assist ***Starling Bank*** to expand its while developing positive international business communication strategies.

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Thank You!

