

International Business Communication

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Introduction

The concept of the business joint venture is an arrangement of business in which one or more parties, or two or more countries agree to pool their resources to achieve the shared goal. However, there are certain aspects when it comes to the partnership venture between countries. The major facets include cultural differences and communication issues. There are several challenges in establishing successful communication and several aspects of cultural facets in an intra countries business venture collaboration. Moreover, in addition to these, the business joint venture relation will also be highlighted between UK and China in context to the major cultural differences.





Overview of the scenario

- Based on the scenario, a UK established global company is making its business joint venture collaboration with Chinese based company.
- In order to make the partnership strong, there are various activities that can be considered.



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The cultural background of China

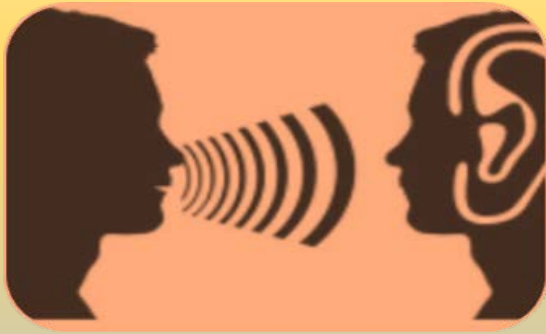
China ranks second in terms of population. Its main traditions are the influence of Taoist, Buddhist faith and Confucian and has always generated a profound and rich value system. In general China is well known for its oldest traditional cultures.

Concept of Intercultural Communication Theories

- The concept of intercultural communication defines the discipline that studies the communication across social groups and several cultures. It defines about how the term culture duly affect communication.
- Intercultural communication, in general, aids in understanding the strengths, preferences, limitations, and challenges that occur while interacting across cultures (Bolten, 2020).



The types of intercultural communication include:



**VERBAL
COMMUNICATION**



**MEDIATION AMONG
SEVERAL
COUNTRIES**



**NON-VERBAL
COMMUNICATION**



LINGUACULTURAL

Identification and Discussion of Cultural Challenges Aspects

- The issues are classified into two categories: managerial challenges and cultural challenges (Buchtel et al., 2018).
- Management issues include obstacles to management innovation and human resource management, whereas cultural challenges include regulatory and communication challenges.



Identification and Discussion of Cultural Challenges Aspects

- CULTURAL CHALLENGES
- REGULATORY CHALLENGES
- COMMUNICATION CHALLENGES



Characteristic of business negotiation



- Prefer to build positive interactions
- Engage with huge group of individuals
- Interests are implicit and difficult to demonstrate
- Multi-consideration, all-encompassing thinking
- Long-term collaborative relationships



- Concentrating on facts
- Demonstrate thoughts using logical reasoning
- Display uniqueness
- Procedure-obeying principles
- Thought decentralisation

Identification and discussion of cultural challenges aspect

Management Innovation Challenges

Despite many technological joint venture business operations in China; many domestic and international countries do not prefer to share the innovation core ideas with China (Johnson et al., 2022). This is due to a lack of property intellectual rights.

Human Resource Management Challenges

The UK company have to face these challenges in terms of recruitment manpower criterion.

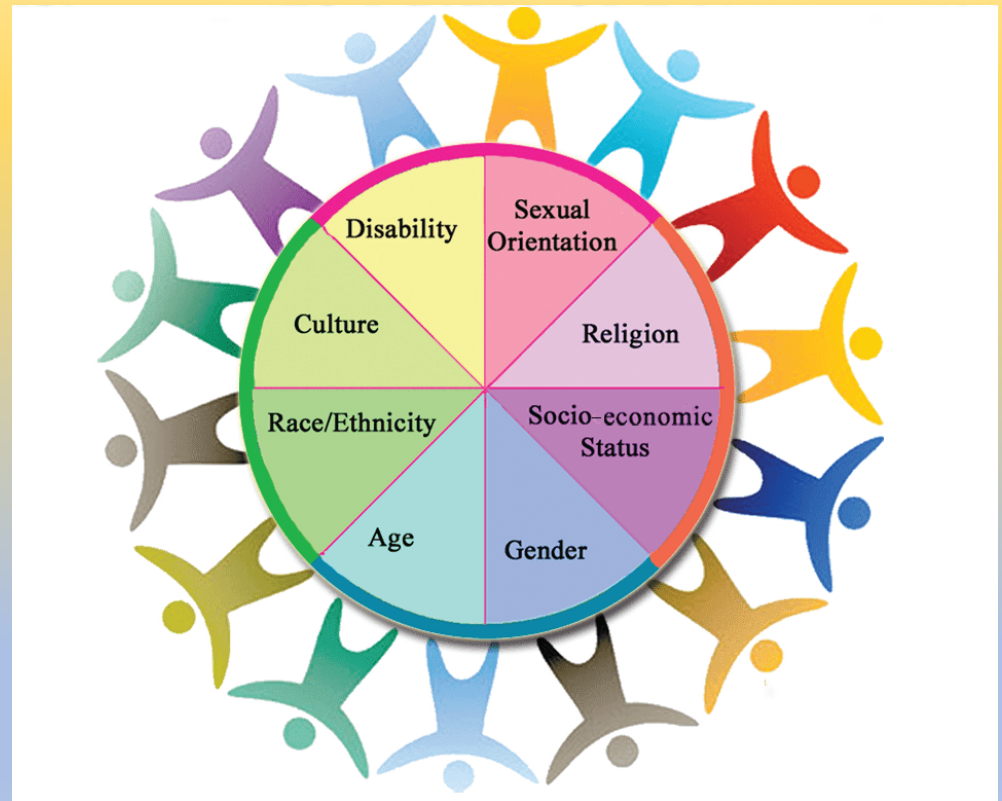
Social Challenges

- educational
- crime



Evaluation of the Divergent International Culture within Business

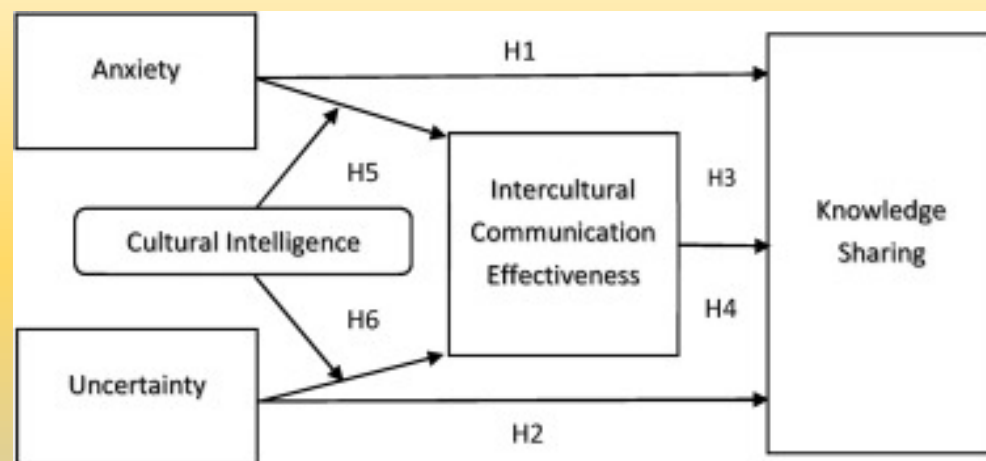
- The concept of international business does not only cross country borders; but also, they cross different cultures.
- It includes individual thinking, behaviour and communication.



Relevant Intercultural Communication Theories

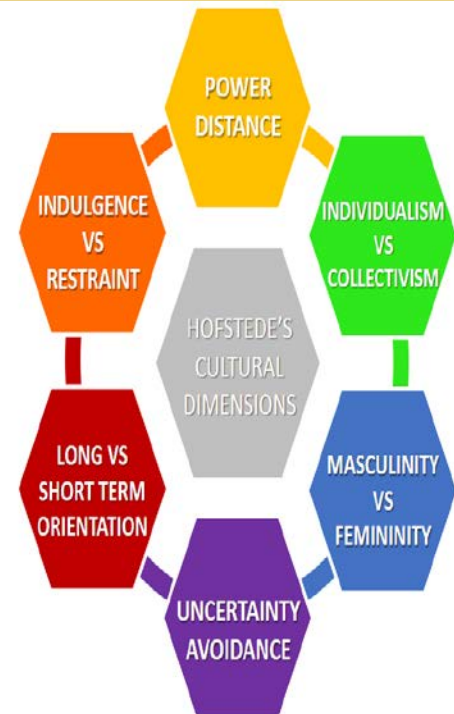
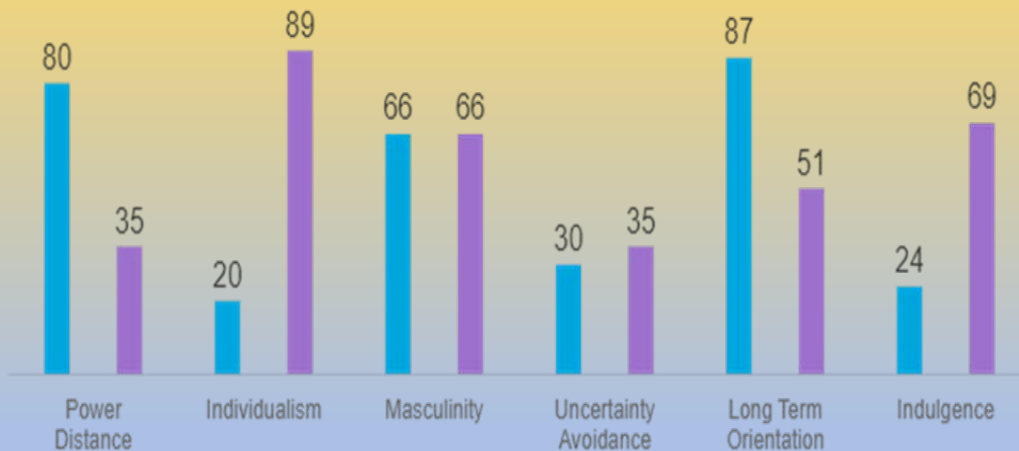
In general, there are four intercultural communication theories-

- Cultural approach
- Cross cultural approach
- Indigenous approach



Hofstede's cultural dimensions theory

United Kingdom vs China



Identification of Business Communication Situation

- Based on the mentioned scenario, the identification of the business communication situation generally includes five criteria.
- These include the following: non-verbal communication, verbal communication, visual communication, listening and written communication.





Recommendation

- Based on the above discussion, this section will cover the valuable suggestions and solutions to business communication in order to enable the deal of partnership to get succeeded in China.
- In context with the culture difficulties and challenges, it is strictly suggested to UK country that before taking consideration of joint venture business operations partnership; it is important to discover and determine the destination country cross cultural background and theme.



Conclusion

This is to conclude that the above presentation ends up with the broad concepts of international business and management themed as cross / intercultural communication. Based on the discussion above, the UK and China are establishing a joint venture business operations partnership and want to strengthen the decision-making process. This presentation purely speaks about different theories of cross-cultural management in international countries. After reviewing the task; it can be said that there exist certain issues and challenges that the parent company have to face in collaborating with the destination countries. It also states about what the things are required for exploring the joint venture business operations aspects in different countries. Moreover, in addition to these, it is also found that the most common issues that every business enterprise faces are communication and cross-cultural foundation.



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Thank
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