

- **INTERNATIONAL BUSINESS COMMUNICATIONS**
LCBB6001

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Introduction

A graphic element featuring the text "COMMUNICATION IN INTERNATIONAL BUSINESS" in a bold, black, sans-serif font. The text is centered within a light-colored rectangular area that has a slightly distressed or torn-edge appearance. In the background of this area, there is a faint image of a laptop keyboard and a tablet.

- International communication of organizations takes place between companies that belongs to totally different cultures.
- The communication process becomes difficult because the cultural rules and expectations vary from one country to other country.
- This presentation will explain the issues faced in international communication by Sainsbury for entering in joint venture with RT mart.
- Further it will discuss about the relevant theories of communication and also explain cultural sensitivity details.
- This is presentation will analyze and interpret the divergent cultures in the business.
- Along with this it will also analyze different situation that requires communication between the companies.

Communication is crucial for developing business relations.

The business can express their views and ideas with each other through communication.

Organizational overview

Sainsbury's UK and RT -Mart China



Sainsbury provides taste of premium products at a competitive price to the customers.

Sainsbury is a UK based company that offers high quality food to the customers at affordable prices.

The company wants to enter in China market through entering in a joint venture with RT mart that is Chinese company and offers food and groceries to their customers.

RT mart is well known retail store of China that sells snack food, fresh food and other household items to the customers.

The organization will face challenges due to different working culture, food culture and customer behaviors towards the products or services.

Significant cultural changes and differences

Prejudice and Stereotypes

Can create communication barriers between the companies.

Is also the reason of different perspective and mentality of people

Effective control on time:

This is totally opposite to British culture



Cultural changes are very common between different states.

These changes vary state to state due to different beliefs, traditions and customs.

This term is generally used by the sociologist to define the ways in which a society changes.

Few changes that can be seen in the culture of China are:

Prejudice and Stereotypes

This process can create communication barriers between the companies.

This is also the reason of different perspective and mentality of people.

Stereotyping is creating an imaginary picture of the whole culture and over generalizing people of that culture.

Stereotyping is done on different basis such as nationality, race, gender, age, religion and ethnicity.

Effective control on time-

British culture as they want that customers take an appointment for resolving their issues.

Business culture of China is very spontaneous and dynamic. Sainsbury can face difficulties in dealing with customer grievances and issues.

Prejudice and Stereotypes: Effective control on time:

The most important difference that is very challenging will be level of control they have on the time.

Chinese organizations are very particular of their time they believe that everything should work according to the scheduled time.

Especially for retails and business companies they try to respond direct and fast to their customers as they feels that customers always comes first.

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- **Methods of holding conversation**
- **Cultural Etiquette**
- **Ethnocentrism in business:**



Methods of holding conversation:

the languages are totally different that can also create confusion between the negotiators and result in misunderstanding due to different perspectives about the topic.

The rules for meeting are very different as the Chinese leaders get offended if someone interrupts them during their speech.

Ex

Methods of holding conversation:

The Chinese companies are much respected towards the hierarchy and status.

Sainsbury can feel the changes during meeting because they have different culture for business meetings.

The leader of RT mart would expect that the negotiator of Sainsbury will directly contact to the Chinese negotiator and enter to meeting room otherwise they can create confusion about identity of their leader.

Cultural Etiquette:

It is important for Sainsbury to learn the etiquettes and norms that are followed by the Chinese companies.

Awareness of cultural etiquette of China can make better first impression on the manager of RT mart and can enhance better business relation between the companies.

Ex

Cultural Etiquette:

Factoring in the personal space assumptions between cultures increase communication in business or social setting.

While people of UK feel comfortable to talk from a distance of an arm the people of China considers that length very unofficial and friendly.

Ethnocentrism in business:

The companies will always give high preference to the people that belongs from same culture during business deals.

Ethnocentrism hinders communication between organizations and people of different cultures.

This is very common and can be seen in China culture.

Ex

Ethnocentrism in business: This is defined as the procedure of dividing cultures in 'them' and 'us'.

The people that belong from same culture are termed as the in-group members and people from other culture are categorized as out-group.

Cultural theories

- Theory of cultural convergence :
- Accommodation Theory of communication :



Theory of cultural convergence: They have ease of conveyance between them as well as they are united due to organizational system.

Accommodation Theory of communication: This theory states that people accommodate their way of talking according to others.

Theory of cultural convergence:

This theory defines the trend where two different cultures that communicate a lot tend to appear similar to one another.

This is pronounced among various cultures that holds high level of communication.

This can be understood through the example of English language that has become main language for people across the world.

Accommodation Theory of communication:

This theory of accommodation is concern with the changes in behaviours that individuals make for coordinating their communication with others.

This helps the people to understand and perceive different perspectives of individuals.

The cultural challenges can be reduced by the Sainsbury through adopting the accommodation theory and adjusting their way of communication according to manager of RT mart.

Cultural sensitivity in international business



The workforce of Sainsbury need to be sensitive about the culture of Chinese customers so that they can boost their customer relations enhances brand promotion and limits chances of losing business because of insensitivity.

Increasing awareness of different cultures and their beliefs helps in being sensitive, flexible to customs of different culture and open to the customers while conducting international business leads towards fewer misunderstanding and better communication.

Cultural sensitivity is being aware about cultural similarities and differences between people of different cultures that exist without allocating them any value such as negative or positive.

Maintaining sensitivity about the cultures at workplace helps in incorporating more ideas and increases awareness for identities and values of different cultures.

Well-established knowledge of sensitivity and cultural awareness minimizes bias behavior in hiring, decision making and termination.

Cultural differences between businesses are very diverse; it takes sensitivity and knowledge to address these changes with finesse.

Cultural sensitivity plays an important role in developing business specifically with international business entities.

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It is very essential as it allows the people to effectively work and function in different culture, permits them to value and respect other cultures and reduces cultural obstacles.

For example research shows that Chinese people prefer consumption of chicken more than beef so offering chicken to the customers in Sainsbury stores will be more beneficial for the company and also helps in increasing their sales through consuming their chicken.

The company should also offer some traditional dishes of China in their store to attract more customers in their retail store.

With the help of sensitivity the business can bridge the cultural gaps exists between the companies to make the joint venture successful and run smoothly.

Companies need to be very mindful for the collaboration of cross-cultural business alliance.

Companies can be in problematic situation if they strive to enter in international market without considering customs and culture of the market.

It is a crucial soft skill that is required to navigate the cultural differences of international business.

Recommendations



-The employees of store can greet the customers in their local language to make them feel inclusive and create good bonds with the customers.

-Business people need to make their communication skills effective and should learn to treat the foreign associates with respect.

-They should consider their local customs while talking to the foreign customers. It is essential to know about the appropriate greeting style to avoid offending situation.

Sainsbury can reduce the cultural gaps through increasing their knowledge about the culture, language, beliefs and buying behaviors of their customers.

The business should employ effective strategies to navigate the challenges.

The company can arrange cultural training programs for the employees that will negotiate their deal with the Chinese negotiator to develop their knowledge about the methods of presenting deals in front of foreign negotiator.

Employees should provided the knowledge on cultural values, nuances of nonverbal communication and their influence on relationships between businesses.

Mutual respect and trust will also help the company to manage their differences and avoid misunderstandings.

The company should research about the cultural differences so that they can sell the products according to their preference in the market and secure good position in the market.

Conclusion



International communication happens between two companies that come together for formulating partnership or joint ventures.

The communication is challenging due to their different culture, language and backgrounds.

This presentation discussed about the challenges that are important theories regarding intercultural communication and provided their detailed information.

Further it described importance of cultural sensitivity that plays essential role in managing business relations in international market.

The presentation also interpreted the cultural differences that can create hurdles in business growth.

The presentation helps in understanding the changes that can reduce the cultural barriers between the companies entering in the joint business venture.

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Thank You!