

International Business Communication

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INTRODUCTION

The term International Business refers to trade of goods and services across the globe while international communication refers to the practice of communication among nations. Hence, international business communication refers to the communication practices adopted among different countries while trading goods and services. The aim of the report includes expansion of AYBL group in a developing country like India and various communication strategies and communication barriers faced by the businesses (Luo,2021). AYBL Group is the fastest growing private company of UK founded in the 2018 by brothers Kristian Edgerton and Reiss. The AYBL Group deals in production of sports and fashion brands such as shorts, crop tops and other gym wear. The company is known for its simple yet stylish designs and neutral colors which makes the brand stand out in the market. AYBL Group is looking forward to expanding its production to a developing country like India and the report covers various communication strategies & barriers and differences in the cultural expectations. India is a developing country which lacks in many areas as compared to UK such as infrastructure, employment opportunities and the cultural beliefs & traditions prevailing in India is totally different from that of UK which may act as an obstacle in the expansion, of AYBL Group in India.

MAIN BODY

Application of international communication theories

Communication theories help the company to overcome from the obstacles arising from business communications across the globe. With the help of these theories many international business communication consultants have been able to address the issue arising from the communication among various countries. Any international company who is looking for the expansion of production in other country must adapt the communication theories propounded by experts as its absence may lead to communication barriers (Servaes and Servaes,2021). Some of the communication theories are as follows:

Hofstede's theory- This theory of communication was propounded by Greet Hofstede and acts as a guideline for communication among different cultures. Hofstede measured six models to measure the prevailing cultures in different countries which are as follows-

- Power Display Index- PDI refers to the extent to which it is accepted by less powerful people that there is an unequal distribution of power.

- **Individualism vs. Collectivism**- It refers to the degree to which people are integrated into groups.
- **Masculinity vs. femininity**- This dimension includes preference of the society which represents specific values.
- **Long term orientation vs. short term orientation**- This dimension includes association of past actions with reference to current and future challenges. A poor developing country mostly have short term orientation results in poor economic development whereas, countries with long term orientation results in economic prosperity.
- **Indulgence vs. restraint**- IND dimension refers to the extend of freedom given to citizens of the country by the norms ,of society which allows them to accomplish human desires.
- **Uncertainty avoidance** - UAI refers to the extend to which countries avoids uncertain ambiguities or it is the tolerance level of society for any dubious event.

To expand the production in India, AYBL Group must focus on communication and its theories so that the chances of ambiguity is low in the organization resulting in increased efficiency. To expand the business in a developing country like India which has diversity in culture, it is important for the AYBL Group that a proper research on traditions, customs, and culture is carried out. Hofstede's model provides an insight of traditions prevailing in other countries which will assist AYBL Group to be aware with any cultural differences of India because, what is natural and acceptable in one country may be offensive in another country. Thus Hofstede's model generalizes the religions and traditions of India which acts as a guideline for AYBL Group to expand its operations.

Cultural sensitivity experienced by AYBL Group ,while doing business in India

Cultural sensitivity refers to cultural similarities and differences prevailing in two different countries which may affect the business operations. Cultural sensitivity is a major point of concern for any company planning to expand the business overseas. As a part of globalisation, it has become an emerging trend of countries to amplify the business globally which impacts the trading operations of international business. Hence, to succeed the business in other countries it is necessary to analyses the cultural forces, of both the countries.

As India is a culturally diversified country, AYBL Group must research on traditions and beliefs of Indian citizens so that it does not lead to any cultural differences (Peterson and Barreto,2018).

For example, in India leather clothes and handbags are not preferred as it results in animal cruelty whereas there is no such trend in UK.

Challenges of cultural differences in international business

The AY.BL Group may face the following challenges while expanding its production in India:

- Cultural difference in Communication- Communication plays a major role in affecting the international business. Effective communication can lead AYBL Group towards success in India. It is necessary to speak the native language of target audience to attract more customers. The pattern of communication is also an important factor for AYBL Group. For example, in countries like US and Germany it is common to speak loudly and in an assertive way whereas, in India people speak in a soft and passive tone.
- Business Etiquette- In India there is a defined framework for communication among different level of employees. A hierarchy is followed for communication and no employee can break the chain whereas, there is no such case in countries like US and UK. Employees are not under an obligation to follow any hierarchy of communication (Liot1, Lamb and Lee,2021). So, for the effective expansion of production AYBL Group must focus on the defined network of communication.
- Failing to adapt management practices- Management theories or practices are not universal in nature. Theories of management are on the basis of cultural environment of the country. Hence, it is important for countries to consider the cultural environment and understand the management theories of other countries.
- Failing to understand ethical and legal issues- Every country differs in terms of legal and ethical policies which might create a hindrance in operating the business. To operate the business at a global level it is necessary for the AYBL Group to be familiar with the legislation of India so that nothing works against the law.

Importance of networking and Buyers language

Networking is all about engaging and interacting with people in terms of mutual benefits. If in case the company is facing any kind of challenges then the network may be able to give an advice to an organization to overcome those problems (Wang and et.al, 2018). While at the same point an individual itself have an opportunity to strengthen their relationship with the contractor by sharing skills and knowledge in order to help their company.

Networking is an important concept in every organization, it also gives an opportunity to business to connect with other organization (Cantu, 2020). Through networking an organization is able to build effective relationship with peoples among several industries, so that they can call them in difficult situation if needed.

Advantages and disadvantages of networking

- **Advantages**

1. Strengthen business connections
2. generate new ideas.

- **Disadvantages**

1. Networking takes time.
2. It changes over time.

AYBL Group should focus on the native language of buyers which will help the company to sell more products. B)' understanding the behavior and language of the buyer it helps the company to make better decision related to their services and products (Costa and Murphy, 2018). The native language not only helps the company to work effectively but also benefits the audience as they are in a position to evaluate the product and analyses its description.

Advantages and disadvantages of native language

- **Advantages**

1. Overcoming the language barriers.
2. Getting familiar with the culture.

- **Disadvantages**

1. Difficulties in explaining.
2. Presents challenges for non native speakers.

Communication barriers experienced by AYBL Group in India

Communication plays an essential role in an individuals life. Communication barriers refers to the process that affects the functioning of understanding and receiving messages, ideas and several vital informations which creates barriers in professional and personal relationship (Mallette, 2021). There are various communication barriers which may occur at the time, when someone is trying to send some message to another or might not be understood what it meant to be

Here are few communication barriers which is faced by AYBL group in order to expand its business in India, that creates problems in the process of communication.

- **Language Barrier-** Language can create several obstacles in business communication. People from different countries and religions may spell out the same word in different ways. AYBL group plans to expand its production in India so the company may face language issues because people over there are from different culture and different background. One of the best ways to reduce misunderstanding among them is to use simple words that cannot be explicate in other ways.
- **Cultural behaviour-** When it comes to expansion of business in new country the AYBL group has to focus on communication among the people of cross culture effectively, it is necessary for the company to have knowledge and to understand the different aspects of culture. Numerous factors such as Voice modulation, body language, attire, job status, personal space, gender roles and appearance deter111ine the culture where one belongs to, and these factors may lead to miscommunication among the people (Ferreira, 2019).
- **Community and Caste Barrier-** There are various aspects which may face by the AYBL group in order to expand its business in India such as Different religions, color difference, different races, different sects and different caste that creates major obstacles in work place communication. In the interest of individual and nation this kind of attitude should be altered.
- **Emotional barrier,-**One of the main issue in communication is a mental limitation which stop people from freely and openly communicating their thoughts and feelings. Positive emotions will make company to do thing in a better way while negative emotions will not only transfer negative communication but it also affects the relationship among them (Dietrich, Hayes and O'Brien, 2019). There are various negative emotions which are frustration, anger, revenge, prejudice and jealousy. AYBL Group should focus on the emotions of the people as well as communicate with the people over there in an effective manner which will help an organization to grow faster and efficiently.
- **Stress barrier-** One of the main communication barrier which is experience all over the globe is stress. An individual who is under vast stress usually find it a bit difficult to, lead to communication distortion as well as may face difficulty to understand the message or the other's opinion. AYBL Group must consider the stress level of its employees.

Appropriate communication strategy and recommendations

Communication strategy verify that the relevant information is delivered to the right person with the help of external and internal communication. With the help of digital marketing platforms AYBL Group can be able to develop awareness in the country wherever the company plans to expand its business. Here are some communication strategies which are used by any organization in order to overcome the barriers in communication. The digital marketing platforms which can use by AYBL Group in reference to expand its business in India are listed below:

- **Social Media** - In UK AYBL Group majorly uses social media sites like Facebook, Tik Tok and Instagram in order to deliver relevant information about their products, whereas in India Tik Tok has been banned under certain circumstances which made the Indian audience to use other video sharing social media platforms such as you tube. In regards of communicating the vision of the company AYBL Group is require to bring the required modifications within there communication strategies while keeping the social media preference of Indians.
- **Content Marketing** Content marketing which is used by the company in reference to provide educations to the customers about the recent and new product and answering the questions of the users through social media posts, newsletters and videos. According to the preference of Indians, AYBL Group must provide information other product to the accounts which are mostly used by the population of India such as various online shopping apps, Indian newspaper, social media sited and many more.
- **Search Engine Optimization (SEO)**- Search Engines Optimization refers to getting higher ranks in pages with the reference to search engines such as google. AYBL Group invests in UK in terms of SE,Q and it is required for the company to invest in India as well in order to promote its products to a vast population so the company can grow faster in the new market and can gain more profit.
- **Pay - Per - Click (PPC)**- PPC is a paid advertising tool which enables the company)' to purchase traffics to their website. Although India is a already a developed country, AYBL Group places ads on search engines and websites such as google and Microsoft Bing pays an amount whenever their ads is clicked on.

As per the above strategies the recommendation to the company is to use those digital marketing platform for communication strategy which will help company)' in order to boost up the sale

percentage in the new market. AYBL Group must focus on the native language of India so that the people, over there can be able to understand the details of the product without facing any kind of misunderstanding.

CONCLUSION

From the above report it can be concluded that international business communication plays a vital role in conducting business operations at a global level. The report discusses theories of communication propounded by Hofstede and various model of these theories which assist in the effective working of the company). Cultural differences which may be faced by the company)r while expanding the business overseas have been discussed as ever)' country have different customs and traditions. The report covers challenges faced by international companies in tern1s of traditions and customs. Various communication barriers such as language barrier, cellular barrier etc. have been discussed. The report also covers appropriate communication strategies to be adopted by the company and how the digital platform of marketing helps the company to survive in other nations. Various online platforms such as social media, pay per click and search engine optimization have also been discussed. The report also covers networking and its significance and importance of understanding native language as it benefits both the company and customers.

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