



BA Business Management

LCBB6001

International Business Communications

Assessment 2

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- Ivan Georgiev – Introduction & Conclusion
- Irena Dimitrova – Introduce Chinese Culture & Recommendation
- Georgi Peychinov – Success and Failure Factors & Recommendation
- Iva Naydeonova – Cultural Sensitivity in China & Recommendations
- Martin Aleksandrov – Hofstede cultural Dimensions: UK and China & Recommendations

Founded 2010

Joint venture 2021



EBS

Eco quality

UEBS 2021

CEBS 2021

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Introduce the Chinese culture



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Inequality between employees is more acceptable and normal in China as compared to the UK.



Chinese business culture is highly collectivist and people tends to think of winning as a team as compared to an individualist approach in the UK.





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Chinese culture honor
leaders too much and
prefer following.



UK leaders are generally
supportive of career
progression.





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What
makes the Chinese culture?

Cultural sensitivity in China / Differences from UK



China

Prioritise local
Culture

Slow negotiator

Particularistic
society

Gift Ritual

UK

Diverse
Time bound
negotiator

Professional in
approach

No Specific gift
ritual

Hofstede Cultural Dimensions

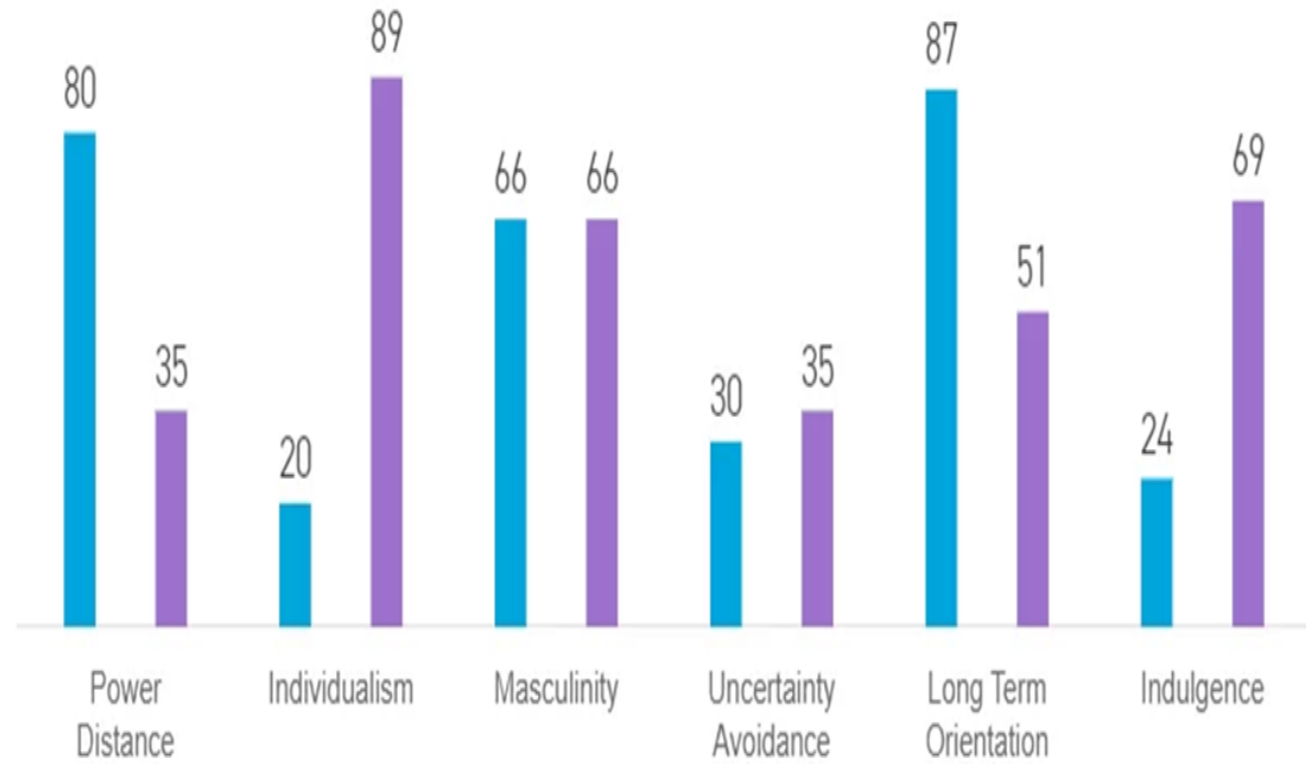


Hofstede cultural Dimensions: UK and China



China ×

United Kingdom ×



* estimated

Recommendations



▪ *For the management team to be appointed in the new venture, it must meet the following criteria:*

- *Autocratic style with an ability to manage teams for common objectives.*
- *Focus should be on long-term planning.*

Irena Dimotrova's recommendations

Recommendations



In this specific section, it can be suggested to the respective corporation that they must know the Chinese market factors before they enter in it and the organisation needs to monitor and serve all the required data sets to the other corporation so that they both can function accurately and the business can run properly.

UEBS

Georgi Peychinov's recommendations

Recommendations



There are certain recommendations for EBS to successfully establish an integrated culture with Shen Tech:

- Implement a unified culture
- Tailor business processes to the local context
- Make human resource planning based on local conditions

UEBS

Iva Naydenova's recommendations

Recommendations

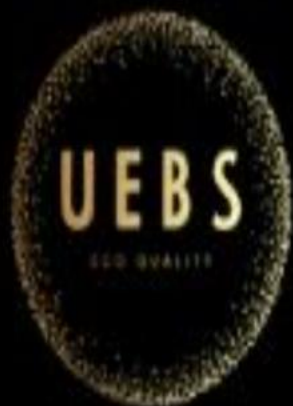


Training- employees are given cultural training in order to help them better grasp the cultural diversity in China and the United Kingdom.

Communication- The ability to communicate effectively in a joint venture depends on a good understanding of each culture.

UEBS

Martin Aleksandrov's recommendations



Conclusion



Thank you for your time

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Thank you for your time

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