

International Business Communications



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Introduction

International business communication is defined as the process of sharing the information and ideas in between individuals in order to connect with different organizations globally. AstraZeneca is the chosen organization for this presentation. It is a British multinational company headquartered in Cambridge, England. This report is about the culture of China, how the company will enter in such a different culture, what are success and failure measures of joint ventures and what challenges will it going to face while expanding globally.



Introduction of culture of China

Chinese culture is the East Asian dominant and world's oldest culture originated thousands of years ago. Music, art, religion, literatures and many more are considered as important components to this culture. The culture values of honest, loyalty, wisdom and harmony





If AstraZeneca wants to expand its business in China, it will face following major challenges:

- **Language Barrier:** It is important to consider the type of languages spoken in the country where you are going to open your new branch.
- **Culture Barrier:** Each country have its own culture and rituals. China has Buddhism, Islam and others as major religion whereas, British culture has Christian in majority
- **Managing Global Teams:** This is a important factor for any company to maintain the overall information of its employees and workers.
- **Religion:** This is the most challenging factor as it may be the reason of clash in between countries.

Success and Failure factors of joint ventures



Joint venture includes the combination of two or more business entities for the creation of a new enterprise to earn more profit. As it have benefits such as shared expenses, earn more profit, popularity in another country and many more, it also have some risk factors as they combined their businesses on the basis of legal agreement.

Success factors :**Plan carefully:** The organizations working in a joint venture, should plan their operations very carefully.

Communicate: It is an essential key to build healthy relationship. It should be clear that everyone would understand about the joint venture agreement.

Failure factors:**Cultural clashes:** It may be major reason for the failure of a joint venture as different company have its own culture

- **Failure of promises:** As two or more companies are combining together, they have to follow some rules and regulations, they have to make some promises by signing agreements

Cultural sensitivity in China



China follows a hard-working culture with non socialistic nature. This is the major reason why it will tough for any other country's company to adjust in China(Zhang and Xiang, 2021). Similarly, culture of U.K. is very different from that of China.

Some major differences of working culture in both countries are following:

- Business language of China is Mandarin whereas English is business language of U.K.
- Business meetings are compulsory and face to face in case of China which should be in confident manner whereas in U.K., most of meetings are via phone calls or emails.

Hofstede's cultural dimension theory

KEY CONCEPTS OF POWER DISTANCE



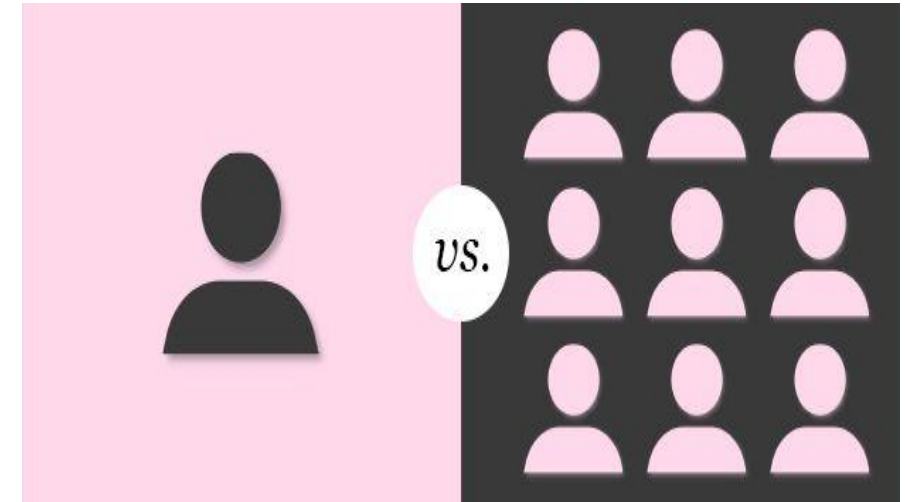
This model will be helpful to understand how society culture will affect its members. Organizations use this model to understand the cultural behaviour of employees within organization.

Hofstede's model in context to AstraZeneca is following:

- **Power distance index (PDI):** It is the level of power among individuals within an organization. It is divided according to the rules and regulations of company. AstraZeneca follows low PDP

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- **Individualism v/s Collectivism:** If the company and its workers are selfish and only take responsibilities of their own then it is individualism and if the company and its workers are helping and have healthy relations between themselves then it is collectivism. AstraZeneca follows Collectivism.



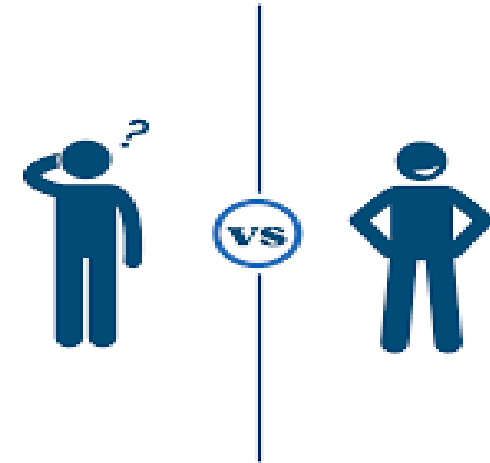
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- **Masculinity v/s Femininity:** In case of masculinity, the company will believe in show off and is attention seeker, have ego problems between top employees and lower one and needs financial support, but in case of femininity the workers are helping and caring towards each other, there is no ego problem between them. AstraZeneca follows femininity



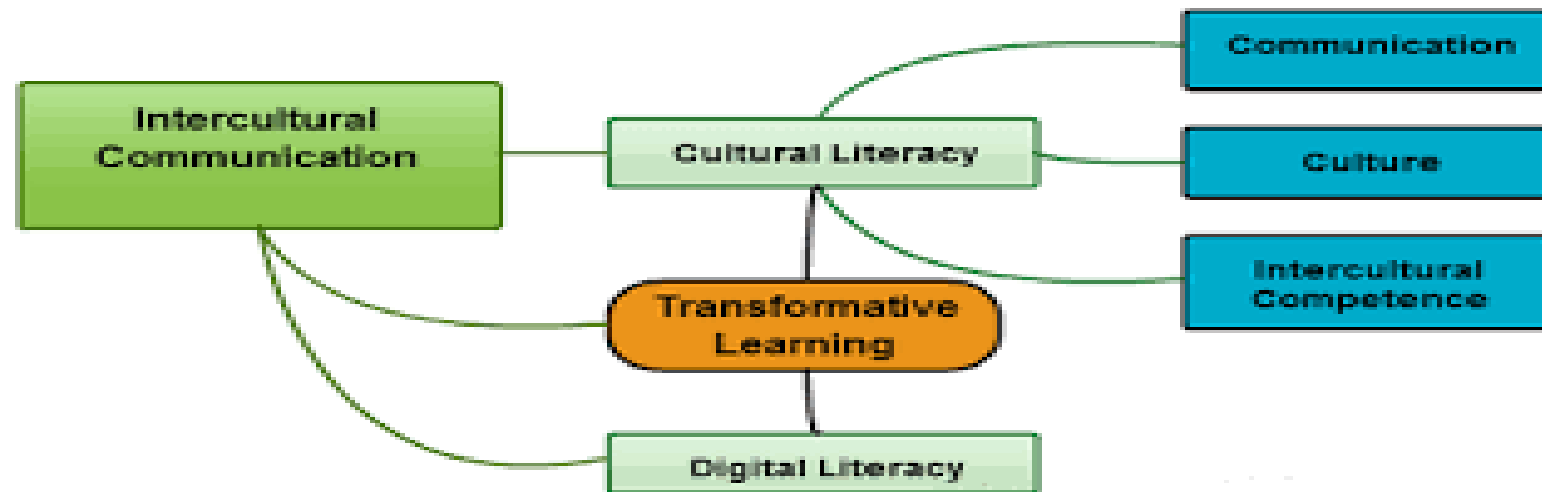
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- **Uncertainty avoidance index:** It shows if the company will be able to solve or face the problems or adverse conditions or not. Low index shows that the company is able to cope up whereas in case of high index, the company will not be able to handle situations. AstraZeneca has a low uncertainty avoidance index.



Intercultural communication theory

These theories are developed in order to understand the cultural differences when a company is switching international business. It will be a major problem if there is lack of understanding of culture in between countries.



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- **Communication accommodation theory:** This is a communication theory which identifies the adjustments that people do while communicating. AstraZeneca uses this theory to minimize social difference with Walvax, as it is going to work in a joint venture with the company. This theory will allow the company to identify the behaviour and culture of Walvax.



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- **Face negotiation theory:** This theory explains that how facial expressions could also be the reason of conflicts in between two countries. AstraZeneca should analyse this theory as it is now going out of boundaries and it should be aware of the things which could be the reason of conflicts. If it is aware that which facial expression may be the reason of conflict then it will able to prevent them.



Recommendations and business solutions

As it is known, effective communication is necessary to make any business successful. Communication is important to deliver clear message about any policy, terms or conditions, changes and others. It is necessary to have knowledge about customers and competitors.

- Communicate effectively
- Respect each culture
- Equal opportunity to work

Conclusion

From this presentation it could be concluded that communication is very important while a company is growing internationally. China has an oldest culture with music, arts, religion and many more as its major components. As the country's companies follows strict working culture and have its own business language, AstraZeneca will face problems as it is a U.K. based company.

References

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Thank You

