

Module Code: LCBB6001
**Module Name: International
Business Communications**

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Main content / Agenda of the presentation

- The main agenda of the presentation is to feature the significance of social responsiveness and staying away from social parochialism in an English Chinese joint venture in China .
- Proposals includes social mindfulness preparation, nearby accomplice commitment, viable correspondence channels, variation of strategic approaches, and compromise instruments.



(Ahi, et. al., 2022)

Introduction to the context

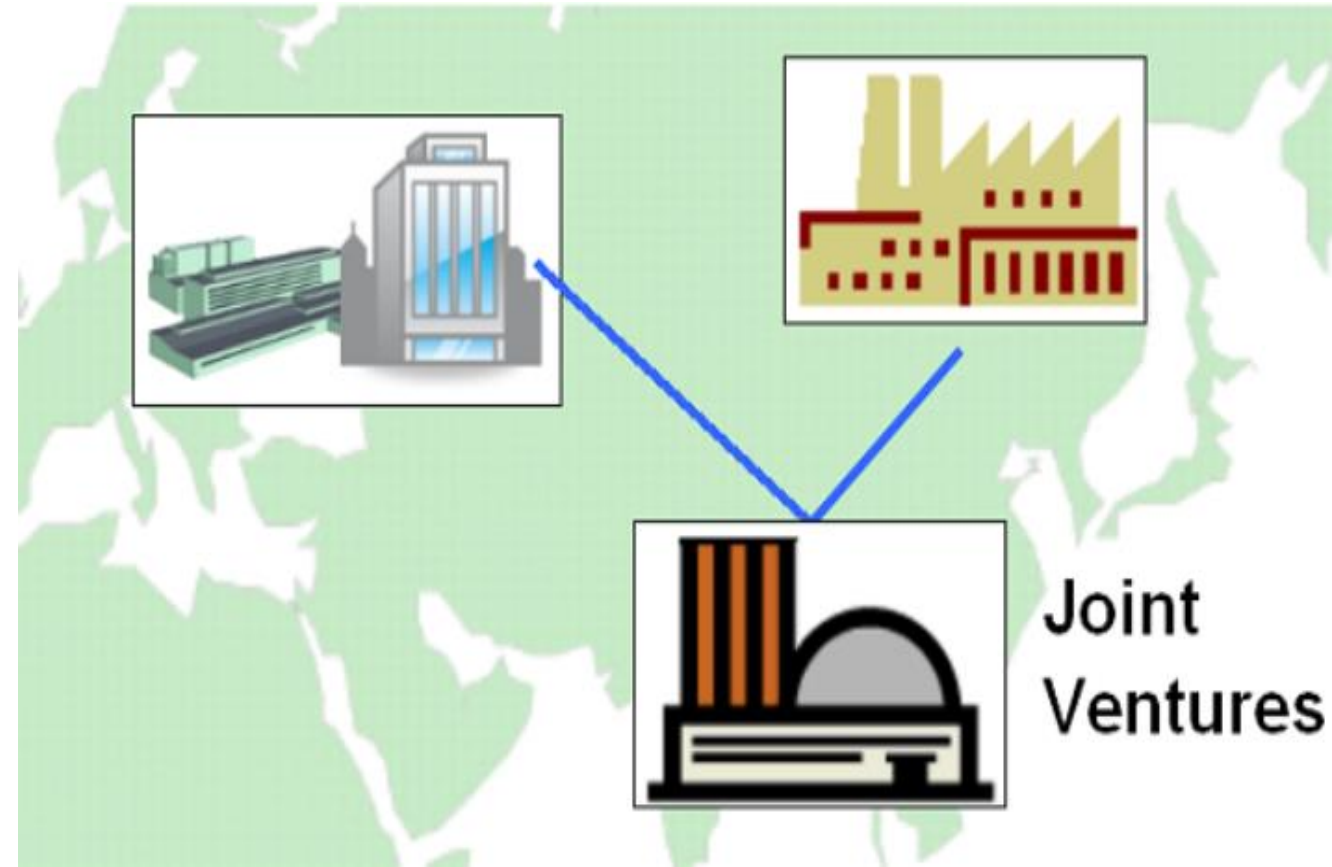
- A UK organisation is setting out on an undertaking in China through a joint venture concurrence with a Chinese organisation.
- This essential organization expects to use the ability, assets, and market information on the two elements to cultivate common development and achievement.



(Ahi, et. al., 2022)

Introduce the Chinese culture

- The UK and China are two nations with particular social, monetary, and political contrasts. One huge distinction lies in their political frameworks. The UK works under a parliamentary vote-based system with a sacred government, while China is represented by a socialist system drove by the Chinese Socialist Faction.
- This differentiation influences different parts of administration, including dynamic cycles, opportunity of articulation, and individual freedoms.



(Tien, et. al., 2019)

Introduce the Chinese culture

- The UK and China joint venture with regards to culture, governmental issues, economy, and normal practices.
- One of the conspicuous qualifications lies in their political frameworks. The UK works as an established government with a parliamentary majority rules system, while China follows a communist framework drove by the Chinese Socialist Faction.



(Kopus and Klimova, 2020)

Success and failure factors of joint ventures

- Cultural Compatibility: Social arrangement between the collaborating organizations is essential.
- Relationship Building: areas of strength for building with neighbourhood accomplices, government elements, and partners is imperative.



(Shams, et. al., 2021)

Cultural sensitivity in China / The differences from the UK

- Hierarchical Structure: Chinese society has areas of strength for an on-pecking order and regard for power. Business associations frequently mirror this various levelled structure, with regard displayed to status and rank.
- Face and Guanxi: "Face," or "mianzi," is a significant idea in China that connects with notoriety, social standing, and hiding any hint of failure for one and others.



(Mayfield, et. al., 2021)

Hofstede cultural Dimensions: China

- Power Distance is high: There is a critical power distance between people, underlining regard for power and various levelled structures.
- Collectivism: Chinese society values bunch amicability, reliance, and aggregate objectives over individual interests.



(Makhmudov, K., 2020)

Hofstede cultural Dimensions: UK

- Power Distance is low: The UK values balance, decentralized navigation, and limited various levelled holes.
- Uncertainty Avoidance is low: There is a higher capacity to bear uncertainty, change, and hazard taking in the UK.



(Caligiuri, et. al., 2020)

Recommendations

- To guarantee the outcome of the English Chinese joint venture in China, it is vital to embrace socially delicate business correspondence arrangements while staying away from social parochialism.
- There are a few proposals first and foremost, like the countries must focus on diverse preparation for all colleagues associated with the joint venture.



(Ku, et. al., 2020)

Recommendations

- The company must give language preparation or admittance to mediators can work with precise and exact correspondence among English and Chinese colleagues.
- This shows a pledge to beating correspondence challenges and advance shared understanding.



(Falahat, et. al., 2020)

Conclusion

- In conclusion to guarantee the progress of a British-Chinese joint venture in China, it is pivotal to focus on social responsiveness and keep away from social parochialism.
- The joint venture can navigate cultural differences, build strong relationships, and take advantage of the vast opportunities that the Chinese market offers by promoting cultural awareness.



(Falahat, et. al., 2020)

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