

Programme: BA (Hons) Business Management

Module: International Business Communications

Assignment Title: Individual Presentation *Cross-Cultural Negotiations: UK–China Strategic Partnership*

Student Name: Stela Zacon

Student ID: 2118130

Word Count: words

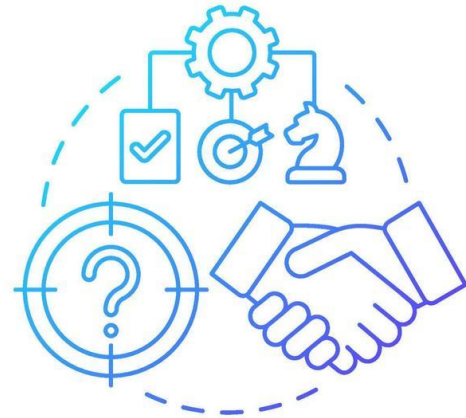
Module Leader: Dr Rexon Nting



Slide 2: Outline

In this presentation, I will cover:

- **What is culture?**
- **Theories about culture**
- **Key cultural elements in China**
- **Effective negotiation strategies**
- **Importance of cultural awareness**
- **Conclusions**



**STRATEGIC
PARTNERSHIPS**

Slide 3: What is Culture?

A collection of people's common values, beliefs, customs, and behaviours are referred to as their culture (Hofstede, 2001).

It influences people's interactions, thoughts, and communication.

Effective collaboration and negotiation in international business depend on a grasp of culture (Trompenaars & Hampden-Turner, 2012).



Slide 4: Key Elements of Culture

- Communication style: direct versus indirect communication varies by culture (Hall, 1976).
- Power distance is the degree to which less powerful members accept unequal power allocation (Hofstede, 2001).
- Individualism vs. collectivism: whether people value individual interests over community cohesion (Hofstede, 2001).
- Time perception varies by culture; some cultures value punctuality and swift decisions, while others choose a longer, relationship-focused approach.



Slide 5: Hofstede's Cultural Dimensions

Hofstede (2001) identified several dimensions to explain cultural differences:

- **Power Distance:** China scores high, indicating acceptance of hierarchy; the UK scores lower.
- **Individualism vs Collectivism:** UK is highly individualistic; China is collectivist.
- **Uncertainty Avoidance:** Both cultures avoid uncertainty, but Chinese prefer flexible adaptation while British rely on rules (Hofstede, 2001).

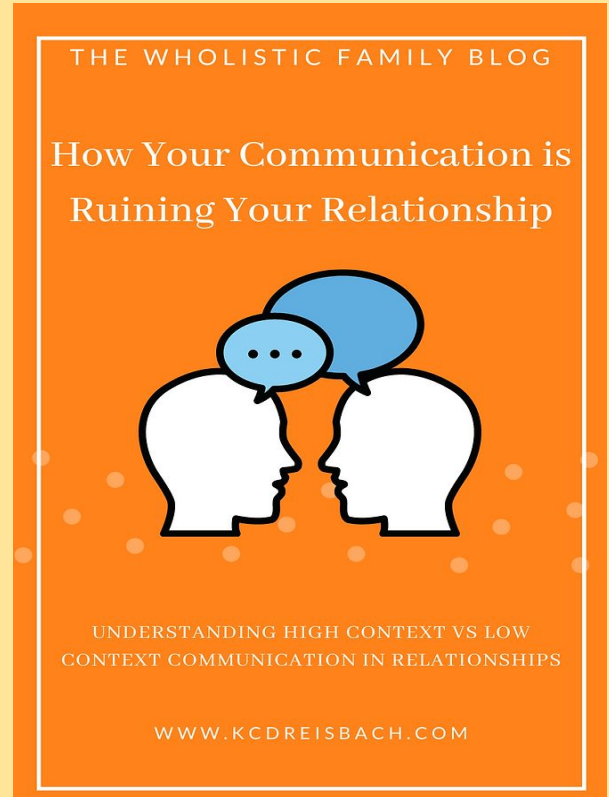


Slide 6: Hall's Context Theory

Hall (1976) divides civilisations based on communication context:

- High-context (China): communication is indirect, with meaning determined by context and relationships.
- Low-context (UK): communication is straightforward and direct.

Misunderstandings frequently occur when these disparities are not recognised (Hall, 1976; Gudykunst, 2003).



Slide 7: Chinese Cultural Elements in Business



Guanxi relies heavily on personal networks and trust (Fan, 2002).

Mianzi (Face): Maintaining reputation and esteem is critical (Zhang & Zhang, 2006).

Hierarchy: Senior leaders frequently make choices, and authority must be respected (Chen & Chung, 1994).

Patience: Negotiations can be slow and indirect (Brett, 2001).

Slide 8: Overcoming Cultural Barriers

Understand and respect Chinese culture and traditions (Chen & Starosta, 2005).

If feasible, consult with local mediators or cultural advisors.

Avoid open conflict and public criticism (Chen, 2001).

Focus on long-term relationships rather than rapid sales (Luo, 2000).



Slide 9: Negotiation Strategies for Success

- Invest time in personal relationships before business talks (Fang, 2006).
- Be flexible and ready to adapt your approach (Brett, 2007).
- Communicate clearly but politely, avoiding blunt statements (Ghauri & Fang, 2008).
- Aim for win-win outcomes benefiting both parties (Lewicki et al., 2016).



11: Conclusion

Cultural differences between the UK and China influence negotiation techniques and outcomes.

Using cultural awareness and flexible methods can help overcome barriers.

Successful collaborations are built on trust and respect for cultural norms.

Our organisation is devoted to using these principles to build a strong strategic alliance with our Chinese partners.

12: References

- Brett, J. M. (2001). *Negotiating globally: How to negotiate deals, resolve disputes, and make decisions across cultural boundaries*. Jossey-Bass.
- Chen, G. M., & Starosta, W. J. (2005). *Foundations of intercultural communication*. Allyn & Bacon.
- Chen, M. (2001). Inside Chinese Business: A Guide for Managers Worldwide. Harvard Business Review Press.
- Fang, T. (2006). Negotiation: The Chinese style. *Journal of Business & Industrial Marketing*, 21(1), 50-60.
- Fan, Y. (2002). Guanxi's consequences: Personal gains at social cost. *Journal of Business Ethics*, 38(4), 371-380.
- Ghauri, P., & Fang, T. (2008). Negotiations in international business. In *International business* (pp. 371-402). Routledge.
- Gudykunst, W. B. (2003). *Bridging differences: Effective intergroup communication*. Sage.
- Hall, E. T. (1976). *Beyond culture*. Anchor Books.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. Sage.
- Huang, Y., & Wang, L. (2016). The impact of culture on international negotiations. *International Journal of Business and Management*, 11(1), 129-138.
- Lewicki, R. J., Saunders, D. M., & Barry, B. (2016). *Negotiation*. McGraw-Hill Education.
- Luo, Y. (2000). Guanxi and business. *World Scientific Publishing*.
- Meyer, E. (2014). *The culture map: Breaking through the invisible boundaries of global business*. PublicAffairs.
- Ting-Toomey, S. (1999). *Communicating across cultures*. Guilford Press.
- Trompenaars, F., & Hampden-Turner, C. (2012). *Riding the waves of culture*. Nicholas Brealey Publishing.
- Zhang, J., & Zhang, Y. (2006). Face culture and Chinese business. *International Business Research*, 1(2), 79-84.