

CHAPTER 34 : Cultural and Social Factors

1. Cultural Differences

: Cultural Sensitivity is crucial. It is very important to understand differences in behaviour and languages.

: Working across differing national cultures can add levels of complexity.
→ need to prepare carefully

: The sources of culture difference can be listed below

- 1.1. Language
- 1.2. Hobbies and Interest
- 1.3. Religions and Social Norms
- 1.4. Legal System
- 1.5. Weather and Climate
- 1.6. History and Traditions

2. Difference Tastes and Preferences

For example, McDonald's launch Chicken Katsu Burger in Japan while adapt to spicy burger in Thailand

3. Languages and Unintended Meanings

High – Context	Low- Context
: Normally not use “ NO” especially in Japan.	: USA and Europe tend to say what they mean.
: Initial meeting are there to build trust. Socialising is used to create relationships for the next stage of negotiation.	: Agenda / Contract /Letter /Other formal documentation are essential.

Barrier to communication: may be more of problem when communicating across borders. Business need to

- Avoid using unclear communication resulting from poorly written or poorly expressed message.
- Ensure that technological communication methods, such as website, are working properly.
- Provide adequate communication training staff
- Avoid the use of jargon
- Use the most appropriate medium when communication
- Eliminate sources of distraction, such as background noise when communicating
- Ensure that the chain of command is not too long.

