



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE717 – Cross Cultural Management

**Influence of culture in International  
business Organizations.**

**Presented by**

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**Indian  
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**Design  
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Redesigning Common  
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Towards Excellence



# Recall



## Organisational Change from Global Perspective



**01.03.2024**

**Ms.A.Hanis Sultana, AP/MBA/SNSCT**

**02/11**



# TODAY'S TOPIC:

## Influence of culture in International business Organizations.



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# Influence of culture in International business Organizations.



- In a business context, culture relates to what behaviour is common and accepted professionally in one location, compared to another. What may be acceptable business practice in one country, may be very different from the approach that is used by businesses overseas. Therefore, recognising how culture can affect international business is something that should be understood in order to avoid misunderstandings between colleagues and clients, and also to make sure that businesses are presenting themselves to their new market in the best way they can.



# Communication:



- Communication plays an important role in international business, and sometimes effective communication can be the difference between succeeding or failing in a new market. Effective communication is particularly important for international businesses as there is a risk of your messages getting ‘lost in translation’. There are several things that need to be considered when looking at how effective your business’ communication is at an international level.
- Cross-cultural communication can be a challenge, but approaching cultural differences with sensitivity, openness, and curiosity can help businesses succeed internationally.



# Attitude:



- Businesses also need to be aware that different cultures have different attitudes towards business.
- Scandinavian countries such as Sweden emphasise social equality and therefore they tend to have a relatively flat organisational hierarchy. This relates to their informal approach to communication and cooperation normally at the heart of their organisations. In Japan, their traditional values of relative status and respect for seniority are reflected in their organisations and there is a very clear organisational structure. This means that senior management command respect at all times and expect a level of formality from junior members of their teams.
- These different cultural attitudes towards management can, therefore, make it difficult to define roles in multinational teams. Therefore, it is important for businesses to be aware of their target market's cultural approach towards the organisational structure.



# Workplace Etiquette:



- **Workplace etiquette** is something else that businesses need to be aware of if they are working internationally.
- Workplace etiquette in some cultures also means they have a different approach towards workplace confrontation, rules and regulations, and working hours. While some may consider working long hours a sign of commitment and achievement, others may consider these extra hours a demonstration of a lack of efficiency or the lack of prioritisation of family or personal time.



# Assessment



Knowledge Management is concerned with the emergence, storage and ----- of knowledge

- a. Trade
- b. Transfer
- c. Translation
- d. Transcription

Answer: Option B





# Summary



- Influence – of Culture
- Communication
- Attitude
- Workplace etiquette

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# REFERENCE



- <https://www.languageinsight.com/blog/2019/how-does-culture-affect-international-business/>



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