Unit 2 Case Study

[Name of the Writer]

[Name of the Institution]

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Cross-cultural awareness is a crucial and useful skill while dealing with people from several regions of the world. Having full understanding and knowledge about the cross-cultural values assists to avoid cross-cultural mistakes which can lead to disagreements of an important contract. This awareness is highly crucial whether working out of the home country or working leading a cross-cultural group. Knowing the culture of different individuals and groups makes it sure that huge respect and understanding exist among individuals. Every group and even members possess different cultural values, so one practice can be found acceptable by a team or group but it may be rejected by others. It is hugely important to recognize and accept that every culture in the world values one’s practices but it also hurts others elsewhere around the globe. Knowing the culture and cultural profile of everyone assists in developing a strong relationship among people from different cultures (Neuliep, 2017).

In terms of dealing with business practices and operations, everyone needs to understand cross-cultural business manners. By having a clear understanding of diversity in the different cultural beliefs, one can have the ability to respect and accept the values and enhance the working relationship in business practice and operations. For instance, in the case at hand, the Managing Director of Indian Company must have enough knowledge and information about the values of Chinese culture and business manners to develop and promote a strong relationship at the time of contract. We (Managing Director) need to be highly flexible and accept the provision from the Chinese official to have the contract regarding the supply of computers to the region (city) employees. For instance, the MD is obstinate due to the requirement to fulfill all specifications in the contract which are not covered (done) by the Chinese official (Groysberg, et.al, 2018). This is crucial to be realized that everyone has a different approach to doing things that depends on their background (cultural background). Both of the officials have to know each others’ variances and come into a general consensus which improves a strong and healthy connection in the contract.

For getting through the intercultural stalemate, both officials have to be accommodative and flexible towards the cultural values of one another. This is crucial to realize the hugeness of cultural diversity and admiration for the cultural practices of one another. Hence, each of the teams should be expected to be accommodated towards the cultural values of one another for promoting effective connection and communication (Neuliep, 2017). The Chinese official also needs to be respectful to the Indian culture and the same is needed for the Managing Director of Indian Company. Beyond that, they are supposed to set their contract on the neutral and generally acceptable platform whiteout focusing on the differences in the cultures for deciding the way of practices, actions, and decision making in the deal and contract (Gökmen, 2019). Business practices and operations need business manners and the communication has to be official, as well as they have to be ready to fix their contract’s terms and conditions as on the agreement in the business deal and operations.

It is also hugely important to have research on the different cultural values of individuals so that the problems and conflicts can be eliminated in each others’ cultural values. Culture includes the way of communication to the use of food and gestures. Both of the sides are also needed to accept that no cultural monopoly exists in the world. The MD of Indian company needs to accept the provisions given by the Chinese official for having the contract finalized (Groysberg, et.al, 2018). As well as business organizations need to be flexible to deal with clients from different regions of the world. It would assist them to overcome conflict present because of cultural diversities. Both of the groups are required to know, understand as well as accept and appreciate the cultural values of the contract partner (Gökmen, 2019). The acceptance of cultural diversity by the groups would assist the teams to come up with terms and conditions which would be acceptable and be accepted to for the teams/groups and would ensure successful sealing of the contract.

**References**

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