How Big Global Businesses Compare

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The global industry chosen for this paper is the *mobile phone industry* which is growing at a much rapid speed. It is not long ago when people used to rely on their landlines to receive the calls but the trend has changed now. With the help of latest technology and globalization, the smartphones have taken over the world of communications and customization with their latest features (Grossman & Helpman, 2015). The competition in this industry is neck to neck due to the high compatibility of all the participants competing with each other.

The three dominant competitors in the mobile phone industry are *Apple, Samsung, and Huawei*. Apple is leading the mobile phone industry with its highest sales and revenue whereas Samsung has the largest market share in the industry at the moment. Huawei is new to the competition but successfully managed to give tough competition to all its competitors (Li Sun, Chen & Pleggenkuhle, 2010). There are some other companies too that have emerged recently as the game changers in the mobile phone industry like Oppo and Xiaomi etc. But they still need a long way to go before acquiring the top position that is shared by both Apple and Samsung (Funk, 2009).

E-zines are the most common media platform through which the customers are able to see the current innovations each of the competitors are bringing in their products. People are more inclined to approach online articles, weblogs and electronic magazines than any other form of media because they are more updated. E-zines always keep on changing sides when it comes to the portrayal of Apple, Samsung and Huawei's reputation in the customers as all these competitors are striving hard to remain in the market. The international press shares the information about the latest smartphones by comparing them with the model of a rival company recently launched. In the mobile phones industry, timing and pricing matter a lot (Curwen & Whalley, 2016). This is why it becomes the sole responsibility of famous Z-cines like Forbes and Inc. to inform the customer’s about the new features coming in an upgraded version of the model series.

Keeping into consideration the models of culture, there are three main cultural models used frequently in the business world. They are Edward Hall's high and low context, Trompenaars cultural framework and Hofstede's model of culture. Edward proposed the idea of the high and low context of cultures (McSweeney, 2015). He stated that context is everything that surrounds the organization but it cannot necessarily be physical. It includes the roles assigned, the powers are given, the statuses and the non-verbal communication. In the high context environment, the organizations have to contemplate the context in which the messages are shared e.g. the expressions, personal background etc. so that they decode the messages. In this context of culture, simple messages hold enormous importance in deep meanings. Whereas, in low context cultures, communication is free and independent of any kind of contexts including non-verbal communication. This is why cultural association loses their importance in the portrayal of low context cultures in organizations. The second model of culture is Trompenaars' and Turner’s model consisting of seven dimensions that the culture have. This model deals with cross-cultural communication in relation to global business and management. These dimensions incorporate the time perception, interaction with others, context of nature, rules, and society’s way of dealing with achievements and display of emotions by people. The third model is derived by Geert Hofstede which also talks about the dimensions related to cross-cultural communication. It focuses on the impact of society’s culture on the values of its people and how these values are connected with their behavior.

The main differences between all the three models of culture are that they talk about the dimensions of cross-cultural communication in their models which cannot be generalized on one country or organization. There is a lot of variation in the approach followed by all the three models. The similarity, however, is that all of those cultural models give equal importance to the non-verbal communication and the way of interaction between the people. The three generic actions taken by these competitors are economies of scale, product differentiation, and capital requirements (Giachetti & Marchi, 2010). These barriers to entry act as hurdles in the sales force, distribution, and financing of a business. Moreover, another capital barrier connected to product differentiation are factors which foster brand identification and creates high fences around the business. Capital requirements are similarly another action taken by competitors to avoid financial barriers to entry and up-front advertising or R&D.

If given an opportunity to lead Huawei, the necessary steps taken by me to propel towards global leadership would be to first educate the company’s current workforce and provide myself with sufficient education and development skills. These would enable me to work efficiently and productively in a competitive working environment and provide the most quality products and services to their customers. Moreover, education would give me the confidence and skills that are needed to move forward towards success recognition and job security. Another skill which would be majorly required by me to become a global leader would be to enhance my social development skills such as being able to effectively communicate with the workforce and interact in a positive way. Understand other people's feelings and capture their ideas to use it for the benefit of the company and also for myself toward improvement. There are many community activities in which people take part with utmost enthusiasm.

Therefore, having to become socially involved with community events would provide me with the experience and skills needed to become a manager at my company. Bargaining skills and language skills acquire a person to effectively communicate and convince another person on a certain argument or confusion if developed. Being able to have both of these skills would prosper my position along with a reputation as the best salesperson in my company. In such a competitive working environment with too much experience required, every person is carefully evaluated for a management position at a famous company. Being able to have conflict management skills would enable me to limit any aspects of conflicts created in the working environment. Moreover, it would give me the increased positivity and enhance learning and group outcomes within our workforce so that performance and effectiveness can be achieved as an organizational goal.

Change within the organization influences success for the long term. Thus, as a CEO of Huawei, I would be to choosing to change within the expansion, technology, and marketing of our products and services. The expansion would allow us a wider market for our products to countries where we are not officially recognized. The governments of those countries would appreciate our effort to have expanded in their country which could lead to a stronger relationship with the government. Moreover, an edge on technological advancement would differentiate our products from our competitors. Being able to adapt and learn about the most technological methods would allow us to create the most innovative and creative products for our customers. Lastly, as a CEO, I would heavily emphasize towards the marketing aspect of my company as it would allow me to create awareness of our products and services and also engage towards internal endorsements within the industry.

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