Cross-cultural Management in International Business

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Abstract: With the accelerated development of world economic integration, there are more and more commercial exchanges among countries. However, in the international business environment, these frequent exchanges, communications and exchanges are not only simple business exchanges, but also the collision between different cultures. It belongs to cross-cultural communication. The article focuses on the importance of cross-cultural communication in international business, points out some important significance of language communication in cross-cultural business activities, and puts forward some different methods to deal with different cultures.

1. Introduction

In this information age, economic globalization has become an inevitable direction of business development. With the progress of science and technology, the global economy has gradually emerged a situation of vigorous development, and in this process, the phenomenon of software and hardware differentiation has appeared in international business. In order to better deal with this problem, transnational organizations around the world are innovating and developing new management methods. At the same time, the content and form of business management are also tending to converge. However, due to the existence of cultural differences, there are different values and customs among countries, which have a huge impact on software applications. In addition, there are also significant cultural differences. Therefore, in many countries, staff in enterprises have begun to make efforts to achieve cross-cultural management of international business.

2. Basic knowledge of cross-cultural management

2.1. The connotation of cultural conflict

In the development of international business, cultural conflict is a big problem, which is manifested in misunderstandings in cultural and commercial exchanges and communication in different regions, and also in the friction in the construction and integration of multiple types of cultural companies. At the same time, many subsidiaries of international trade enterprises will also face problems due to cultural differences in management.[1] For example, when an oil company in a western developed country was negotiating with the boss of an oil company in Japan, the boss of a Japanese company gave a box of valuable tea to a foreign company, which was declined by the boss on the grounds of "not accepting bribes". However, in the next meeting, the president of the Japanese company presented a small refrigerator again, and this time, he declined again. In the third incident, the person

in charge of the Japanese side handed a valuable antique to the Westerners. Through the culture of the two countries, he knew that the Japanese have always had a habit of giving gifts to each other in the process of negotiation in order to quickly form a good friendship between the two countries, even between their companies, in the shortest time. The reason why Westerners refuse again and again is that they do not want any bribe, while Japanese representatives believe that this is because the things they send are not worth money. Therefore, in different countries and cultural backgrounds, it is necessary to understand different cultural backgrounds[2].

2.2. Cultural research level

In the process of international business activities, employees of enterprises often have inaccurate use of communication methods due to sudden changes in their cultural environment, resulting in misunderstandings between the two parties or communication problems, and disapproval of enterprise planning. The occurrence of this kind of problem can easily cause the employees involved in the communication to slowly develop a resistance mentality, may also cause some misunderstandings, and the desire for the sense of belonging to the national culture becomes stronger.[3] If employees are in bad mood, they will lose their self-confidence, resulting in different levels of functional decline, which has a negative impact on their ability to play. In the process of enterprise development, if employees want to overcome the psychological fear that may occur in the process of cultural exchange, they must understand the existing cultural connotation of their own countries, clarify the differences between cultures, and combine with their own development conditions to carry out in-depth discussions on the form of exchange. To get different feelings from different perspectives, we should have an objective understanding of our own cultural evolution and our own shortcomings.

3. The importance of intercultural communication

Cross-cultural communication refers to the different cultural phenomena produced by different nations and countries in different historical development periods due to different environments, which is cultural conflict. Therefore, we can say that cross-cultural communication is an important part of international business management.[4] In international business, this kind of communication can be divided into two categories: the first category is the problems of language, non-language and business etiquette caused by international trade; The second category is intercultural communication problems caused by cultural differences.

3.1. The development of economic globalization,

Intercultural communication has become an indispensable part of international trade. In the process of economic globalization, if you do not understand the language and customs of the other country, you cannot communicate effectively; If you do not understand the national customs of the other country, you cannot reach effective cooperation; If you do not know the national culture, values and customs of the other country, you cannot better manage and manage international trade. Therefore, cross-cultural communication in international business activities is of great significance.

The following issues should be paid attention to when conducting cross-cultural communication in international business activities:

(1) Respect the customs of the other country, and respect its national name, national flag, national anthem, national emblem and national costume;

(2) Respect the religious beliefs of the other country;

(3) Pay attention to taboos. In some cases, it may cause misunderstanding or disgust and lead to

the breakdown of the cooperative relationship;

(4) Don't use some idioms with obvious commendatory color to describe the behavior of the other party;

(5) In international business activities, we should try to avoid using words with obvious emotional color such as "family", "friends" and so on;

(6) Do not use words prefixed with "I" or with "you" or "your company". Because these words have different meanings in different cultures. When a person uses such words, the other party will think that he has a certain degree of neglect and discrimination against himself.

3.2. Information networking exchange

With the development of information networking, the way people communicate with each other has also changed in this environment. Therefore, the development of international business is no longer limited to the negotiation and meeting work of enterprises. Network negotiation and product research and development are the main platforms for communication, and in this process, the cultural differences between different countries must also be taken into account. For example, if a software company in the United States has any problem with a certain product or computer in operation, it will ask the relevant computer experts in Korea to deal with it, and send the specific processing method to the United States in the form of electronic password. In such online negotiation, it is impossible for the other party to see each other's behavior and expression, so it is impossible to determine whether the solution given is consistent with the other party's cultural aspirations. For example, Japan's instant noodles, when in the United States, will launch a cup of noodles, which is a respect for foreign culture, and a way to close the relationship between the two countries. It is a respect for foreign culture, and also a respect for foreign culture, shows that international cultural exchange is very important.

4. Cultural differences in human resources management

4.1. Cross-cultural human resource management

The development of a company requires a group of excellent talents to become the foundation of its development. Therefore, in the cross-cultural management of international business activities, the human resources management system should be incorporated into it, and combined with the basic situation of the trainees to design the corresponding communication strategy. To reduce cultural differences, we must use the understanding of different cultures as the guiding method of teaching. Only by ensuring that the company's subsidiaries can develop in other countries and regions can they have a deeper understanding of the local culture. For example, if an American enterprise wants to set up a domestic subsidiary in Japan, it must pay enough attention to the local culture, life and other aspects, have enough understanding of the cultural differences between countries, and strictly follow its original style and habits.

4.2. Cross-cultural leadership control

In the development of enterprises, leadership is a topic with a long history, and any human activity will have a leadership role. However, in society, people do not have a unified understanding of leadership, so different scholars have different definitions of leadership in their own research and understanding. Therefore, when conducting cross-cultural management, leaders must also have some characteristics associated with it. The activities they accept will also be affected by factors such as leaders, leaders, and the surrounding environment. Moreover, leaders' activities will not have clear objectives. In enterprises, the function of leaders is to use the influence of the leaders to achieve their

own goals.

5. Application of cross-cultural management in international business

Because the cultures of different countries are still different, and this difference reflects the objective laws of the cultural development of different countries and the need for cultural exchanges between different countries, it is necessary to conduct cultural management and research between different countries. In the development process of modern international business, cross-cultural management has also been given a new meaning, but this meaning still needs to be reflected in different cultural environments of enterprises to promote good communication between different cultures. Only by achieving cross-cultural management can an enterprise restrict its employees under different cultural backgrounds, so that all employees have an important cohesion, thus promoting the development of the enterprise and enhancing its competitiveness.

5.1. Respecting cultural differences

In the long process of development and construction, there will be different cultures among countries, different cultures are an objective image of development, and cannot be erased. At the same time, in the new era, the development of the company should also change the traditional way of thinking, recognize different cultures, and have a deep understanding of the current cultural development pattern in the process of continuous self-improvement and upgrading, so as to establish an important implementation criterion of the company's cross-cultural management concept. It must be made clear that cross-cultural management and control does not mean changing the cultural views of other countries, nor does it mean cultural invasion. Based on the development of heterogeneous cultures, it should formulate a set of targeted cultural integration plans to deal with various problems arising from the exchange of heterogeneous cultures, so as to determine the basic requirements and specific methods of cultural integration. If an international business company wants to improve its market competitiveness, it must have a comprehensive understanding of the differences between different cultures, actively explore the advantages of various cultures, and specifically consider the issue of cross-cultural management, in order to make clear the possible cultural shock, and propose a reasonable countermeasure to prevent misunderstanding caused by cultural differences, resulting in economic losses.

5.2. Cultural adaptability of international employees

The most important part of cross-cultural management is the management of employees in the company. The people who accept cross-cultural management are also employees in the company. In addition, the main body of cross-cultural management in the company is also employees. The ultimate goal of corporate cross-cultural management is to achieve the mutual integration of different cultures, which is also the new trend of the development of corporate culture at present, and also has guiding significance for all staff of the enterprise. Moreover, this method of corporate culture construction has also been recognized by all employees and taken as the standard in business negotiations. Therefore, in international business, the implementation of cross-cultural management is to integrate the way of thinking of employees. In enterprises, without daily communication and communication, cultural differences cannot be eliminated. Therefore, in an enterprise, if we want to implement cross-cultural management, we must also consider the management of employees and cross-cultural communication. Only in this way can we ensure that the latest culture can continue to develop.

5.3. Integrating cultural differences of joint ventures

Different types of national cultural enterprises also need to be analyzed according to their different business models and business strategies. At the same time, when there are obvious differences between the cultures of the home country and the host country in the process of development, they need to adopt different cross-cultural management models. There are three ways to solve this cultural conflict: the first is possibility override, which mainly means that the culture between the home country and the host country still needs to be superior to the culture of other countries, and ultimately plays the role of ruler. Therefore, the decision-making and behavior of the organization are controlled by culture. The second possibility is compromise. The compromise means the way of compromise and concession between different cultures. It is excellent to ignore the differences between cultures and achieve seeking common ground while reserving differences. The third possibility is integration. The so-called integration refers to a new organizational culture that is recognized and valued by different cultures and implemented on the basis of mutual respect and complementarity.

6. Conclusion

From the above, we can see that at present, China is still in a relatively important and very special period of development, and many aspects of enterprises and culture need to be completely integrated. Therefore, in the context of economic globalization and information networking development, China is still facing various impacts that are worth making good use of in the development process. However, in this regard, cross-cultural management is also a powerful challenge for enterprises in the current period, and it is also an important factor for Chinese enterprises to achieve success. In this process, cultural differences can also be regarded as an advantage. Finally, in the development process of the enterprise, it can be regarded as an advantage, can be reasonably planned, and cultural integration can be achieved in various ways to facilitate the production of a new cultural form, which is also the development purpose of the enterprise.

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