

ΑΓΓΛΙΚΑ ΙΙΙ

Ενότητα 6β: Business Etiquette: Russia- India- The United Kingdom

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Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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επένδυση στην κοινωνία της γνώσης
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ΕΣΠΑ
2007-2013
πρόγραμμα για την ανάπτυξη
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Imagine you are a business man/ woman/ executive who prepares for an international assignment to a country that you have never visited before:

- Which issues do you have to consider before you set out on the endeavor?

Country's mentality (1)

•Russia:

•India:

•The UK:

Country's mentality (2) ANSWERS

- **Russia:** Proud of their culture, temperamental, manipulative at times,
- **India:** conscious of social status, hospitable, curious, value friendship, can't say 'no'
- **The UK:** Liberal, reserved, unemotional, private, introvert, distant, modest, don't like personal questions, use hedges/ understatements, like talking about the weather

True/ False

1. You cannot do business in Russia unless you have a longstanding personal relationship with the people you will do business with.
2. The protocol is a detailed record of what was said during the meeting.
3. The Russians like to have control of the pace of negotiations.
4. In India, the family takes precedence over business.
5. The Indians like to gossip about a business colleague's personal life.
6. Indians do not approve of public outbursts of temper.
7. The British value politeness.
8. The British do not engage in social talk with business associates.

Russia

Do's

Don'ts

Russia / Answers

Do's

- Direct eye contact
- Firm handshake
- Sign minutes at the end of meetings
- Fix appointments in advance
- Be punctual
- Make long and detailed presentations
- Translate printed material
- Allow for concessions

Don'ts

- Underestimate their culture
- Have an 'all business' attitude
- Use high-pressure sales tactics
- Be patient with time

India

Do's

- Cultivate relationships
- Use an intermediary
- Fix appointments in advance
- Be punctual
- Send business material & agenda in advance

Don'ts

- Lose temper
- Be patient with time

The UK

Do's

- Stick to the agenda
- Substantiate your points
- Be punctual
- Keep distances
- Use good manners

Don'ts

- be emotional
- make fun of the Queen

Lexical cohesion

Hierarchical structure

Business meetings

Lexical cohesion ANSWERS

Hierarchical structure

- (R) levels, ranks,
- (I) caste system, social status, senior,
- (UK) social etiquette,
- class system, senior ranking person, social mobility

Business meetings

- (R) high-pressure sales tactics, minutes,
- (I) fix/ confirm/ schedule appointments, agenda, feasible deal, deadlines,
- (UK) protocol, business etiquette

Guess the meaning (1)

- establishing credibility for the future entrepreneurial **venture**
- to estimate the other side's aims, intent and **conduct**
- **side conversations** on irrelevant issues are often carried on during a meeting
- They are most likely to press you for **concessions**
- A signed contract is only 99% '**definitive**'
- Dealings with the state may take quite a long time as it is heavily centralized and bureaucratic. Most Russians use their network of trustworthy people, to overcome **red tape**
- they will do everything to **accommodate** their guests

Guess the meaning (2)

- your introduction through a trusted **intermediary** may provide you with the appropriate background
- the time each level may need to **contemplate** on a feasible deal
- As a result of the British **colonial** system, British society is multicultural
- you are supposed to **read between the lines** and offer alternative solutions
- evident in an individual's accent, education, and **manners**
- '**Hedges**' like 'perhaps', 'quite', 'rather' tone down direct statements
- Get to the point, **substantiate** your case with facts
- there will be some **small talk** before serious discussion

Find the opposites:

- Cautious
- Formal
- Front-end
- Patient
- Sincere
- Thorough

Find the opposites: ANSWERS

- Cautious ≠ Careless
- Formal ≠ Informal
- Front-end ≠ Obsolete, old-fashioned, traditional, backward
- Patient ≠ Impatient
- Sincere ≠ Insincere
- Thorough ≠ Superficial, incomplete, sloppy

Find the opposites:

≠ Contemptible

≠ Hasty

≠ Irrelevant

≠ Petty

≠ Senior

≠ Tough

≠ Trivial

≠ Unreliable

≠ Untrustworthy

≠ Vague

Find the opposites: ANSWERS

- Praised, accepted ≠ Contemptible
- Relaxed ≠ Hasty
- Relevant ≠ Irrelevant
- Important ≠ Petty
- Junior ≠ Senior
- Soft, weak, mild ≠ Tough
- Significant ≠ Trivial
- Reliable ≠ Unreliable
- Trustworthy ≠ Untrustworthy
- Specific, clear ≠ Vague

Greece

Do's

Don'ts

Greece Answers

Do's

- Direct eye contact
- Firm handshake
- Cultivate relationships
- Fix appointments in advance
- Be punctual
- Accept irregularities
- Expect politeness
- Expect red tape

Don'ts

- Underestimate cultural heritage and contribution to international history
- Underestimate the family

Dimensions of culture-1

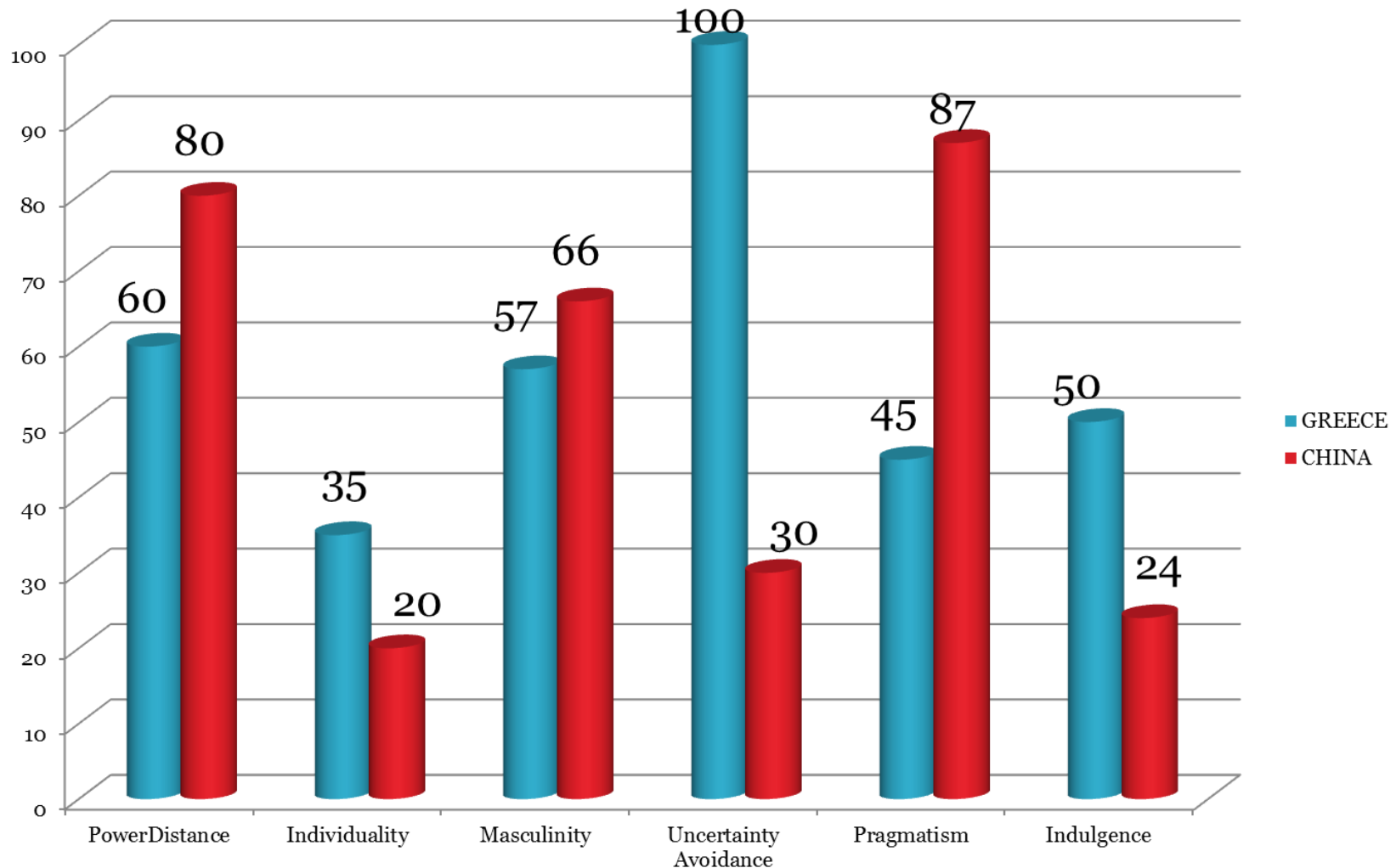
- **Power distance** is defined as *the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally.*
- **Individualism** *the degree of interdependence a society maintains among its members.* It has to do with whether people's self-image is defined in terms of "I" or "We". In *Individualist* societies people are supposed to look after themselves and their direct family only. In *Collectivist* societies people belong to 'in groups' that take care of them in exchange for loyalty.
- **Masculinity** *A high score (masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner / best in field – a value system that starts in school and continues throughout organisational behaviour.*

Hofstede: Dimensions of culture

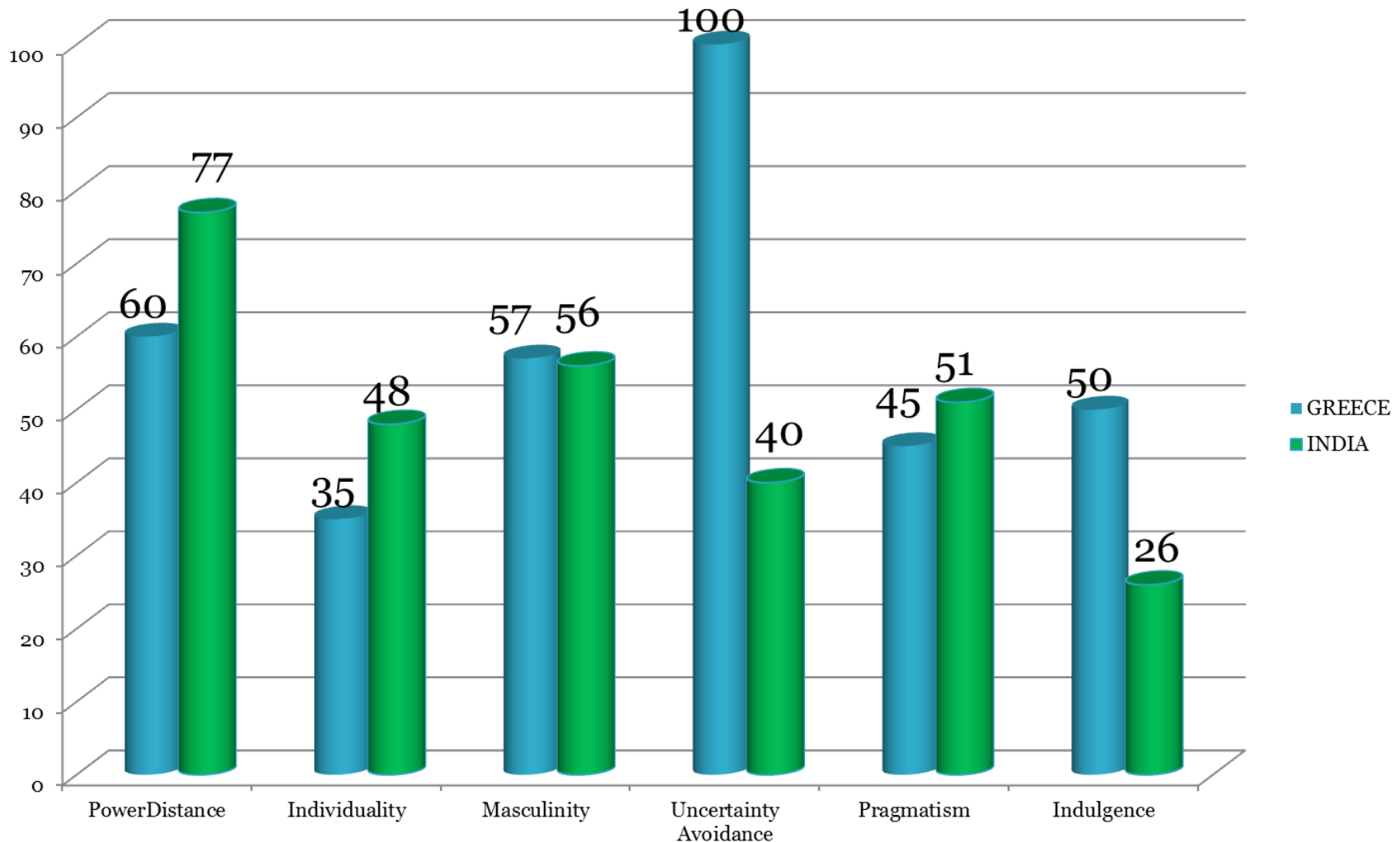
Dimensions of culture-2

- **Uncertainty avoidance** *The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these.*
- **Pragmatism** This dimension describes *how every society has to maintain some links with its own past while dealing with the challenges of the present and future*, and societies prioritise these two existential goals differently.
- **Indulgence**: *the extent to which people try to control their desires and impulses*, based on the way they were raised. Relatively weak control is called “indulgence” and relatively strong control is called “restraint”. Cultures can, therefore, be described as indulgent or restrained.

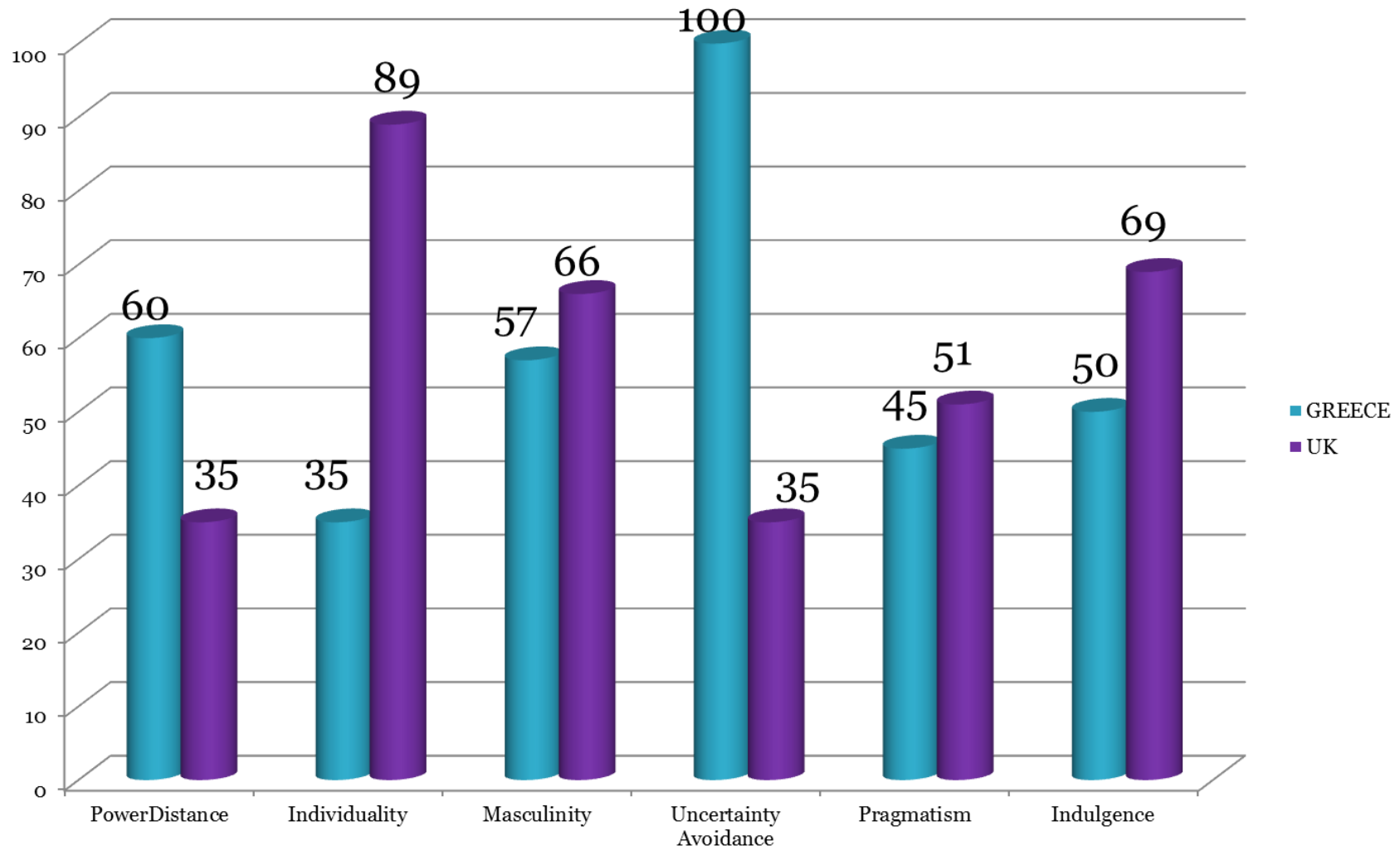
Hofstede: Dimensions of culture, Country comparison: Greece vs China



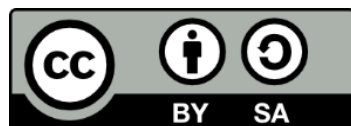
Hofstede: Dimensions of culture, Country comparison: Greece vs India



Hofstede: Dimensions of culture, Country comparison: Greece vs UK



Τέλος Ενότητας



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