



Nakhon Pathom Rajabhat University

## **Unit 5**

# **Global etiquette in business context**

1554400

Intercultural Communication in the Business World

Pranee Seenak, Ph.D.

Nareema Sangwiman, Ph.D.

# Learning outcome

The students will be able to.....

**N P R U**

**Identify and compare some examples illustrating the global and local etiquette in business context.**

# Introduction





**01**

# **Global Etiquette in Business**

# What is Global etiquette?

**N P R U**

## Global etiquette

# Global Etiquette

**N P R U**

**1**

**First impression**

**2**

**Appearance**

**3**

**Business Attire**

# Global Etiquette

**N P R U**

**1**

**Dress code**

**2**

**Interests**

**3**

**Trust**

# Global Etiquette

**N P R U**

**1**

**Business card exchange**

**2**

**Gift Giving**

**3**

**Dress and Appearance**



# Cultural Terminology

N P R U



Generalization



Selection



Choice

# Cultural Terminology

N P R U



Conceptualize



Taste



Value



**02**

## **The Difference between Home and Host Country**

# Host Country in Business

N P R U

A country where a company that is based in another country has business activities <https://www.ldoceonline.com>

A country that provides services, buildings, etc. for an event <https://dictionary.cambridge.org/>

A host country can only hold one such exhibition once a decade.

.....

# Concept of Home and Host Country

N P R U

1

Home country refers to the country where the headquarters is located.

2

Host country refers to the foreign countries where the company invests.

3

The impact of host-home country similarity on firm performance has long been debated in the international marketing

# Home and Host Country: A Cultural Competence in Business

N P R U

1

Share and learn differences

2

Celebrate the diversity of culture in each country

3

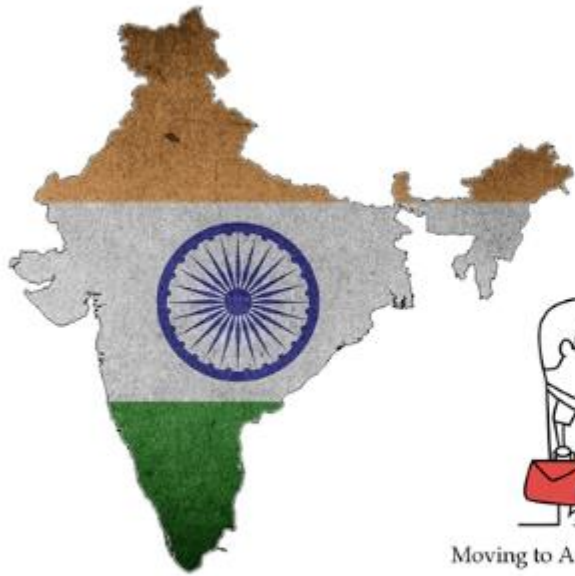
To recognize and embrace our connectedness even to people who are different from us, we have to engage in true dialogue, of sharing and reciprocity.

# Concept of Home and Host Country



Home Country

Host Country



Moving to Australia for work



Born and bred in India



**03**

# Unit Summary





**04**

**Exercise**

# Exercise



## Discuss for the following topics:

1. Culture or ethnicity you identify with . . .
2. “New information” for someone from another cultural background, for example
3. Behavior that could be “misinterpreted” by those outside of your culture
4. A situation in which assumption of “sameness” might lead to misunderstanding
5. An example of “family behavior” specific to your culture/ethnicity
6. Something important for “others” to understand
7. Nonverbal behaviors to watch for: important to respect
8. How important are words? Is it better to use fewer or more words?
9. Cultural approach to being on time, advantage and perception
10. Anything you believe is interesting and important to share

**N P R U**

**Thank you**