

Chinese Collectivism Culture

Student's name



Main features of Chinese business culture and collectivism

- All business relations in China arise from *guanxi*.
- This concept implies that all relations should be mutually beneficial and should serve for personal and business purposes.
- Traditional Chinese culture grounds on the collectivism. Separate individuals accept themselves as the interdependent elements of specific community or society.
- Over the last few years, experts claim that Chinese business environment experiences shift from collectivism to individualist.

Characteristics of collectivism

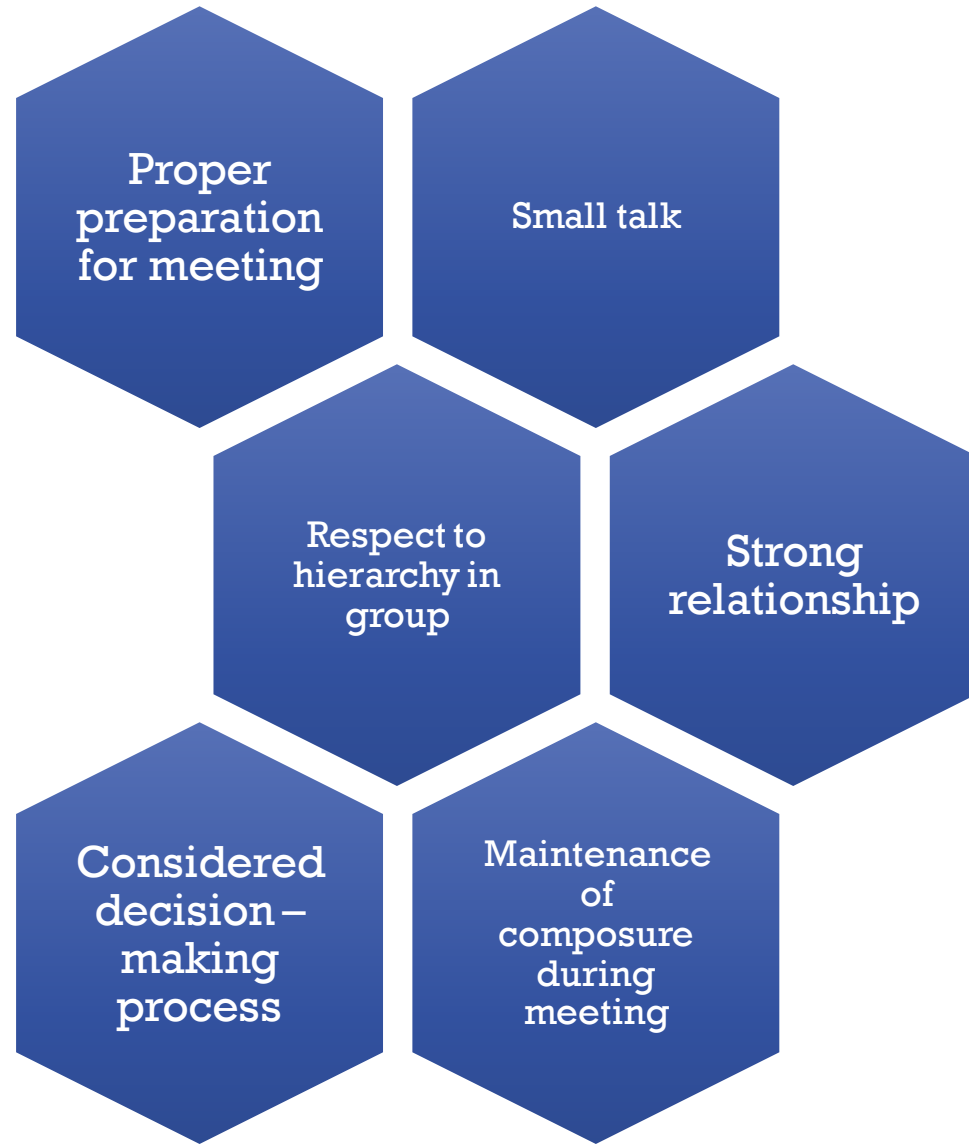
The behaviour of the employees should adhere to accepted social norms

Ignoring of the personal interest in respect of the collective power and interest

The decision making process is discussed with all members of the group

Increased concern to the members of the group, while external members are disregarded

Chinese Business mentality



Business Cards and Dresses



- Chinese people do like to exchange business cards.
- These cards should be bilingual in case there is a negotiation between Chinese people and representatives of other cultures.
- Giving business card is a matter of courtesy.
- Business cards should be given with two hands in order to attract attention of the other party to the communication.
- Dressing should be formal for all employees and parties to the business communication.
- Females should avoid any use of bright colors or jewelry.

References

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- Zaharna, R. (2015). Beyond the Individualism-Collectivism Divide to Relationalism: Explicating Cultural Assumptions in the Concept of “Relationships”. *Communication Theory*, 26(2), 190-211. <http://dx.doi.org/10.1111/comt.12058>