**Workshop Activity (BUSN5100)   
Cultural Miscommunication in Business**

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| *The following activity is designed to further stimulate discussion about potential cultural differences and stereotypes in business and professional settings* |
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| **Scenario: ‘Sit wherever you like’** |

*Read and consider the following scenario*

An Australian company wishes to enter into business with a Korean company.

The Australian company invites the Korean representatives to Australia with the hope that a contract between the two companies will finally be signed.

The first day, the Korean delegation was formally welcomed and taken for a tour of the company. The second day, the Korean delegation is invited for a dinner at a local restaurant. Once the Korean businessmen arrive at the restaurant, the head of the Korean delegation is greeted by a junior businessman from the Australian company. The head of the Korean delegation asks the junior Australian businessman where he should sit, to which he was told ‘‘sit wherever you like’’.

The next day the Australian company finds out that the Korean delegation left Australia without signing any contract.

A few days later, the Australian team received an email that the Korean delegation, especially the head of the delegation felt humiliated and that they were reconsidering the business relationship.

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| **ACTIVITY: ‘Sit wherever you like’** |

*In groups, discuss:*

1. ***What do you think happened?*** *Summarise the scenario (a description of ‘what’). What was the possible intercultural misunderstanding?*
2. ***Why are those intercultural differences important to each cultural group?*** *Analyse it by linking it to Hofstede’s cultural dimensions (‘so what’).*
3. ***What conclusions could you make? What could be leaned for next time?*** *Discuss what they can do to avoid similar situations in the future (‘now what’).*