

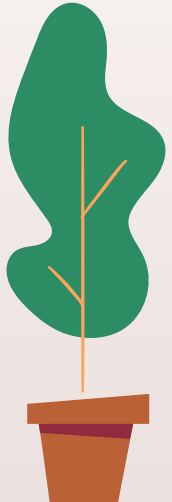
Business Communication & Technological issues in Globalized World



“Black Tuesday”-from history



**Name of
The
Place ?**



Wall Street

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BUS 201
Section : B
Date : 06/12/2022

Agenda



01

**Business
Communication
in Globalized
World**

02

**Technology in
Business
Communication**

03

**Generalized
Technological
Issues in
Business
Communication**



04

**Technological
Issues in Business
Communication in
Globalization
Perspective**



01

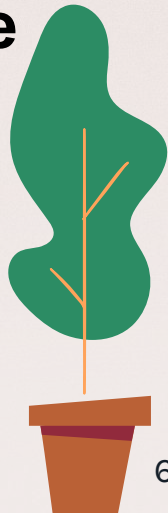
Business Communication in Globalized World





Business Communication

Business communication is the process of sharing information between people within the workplace and outside a company.



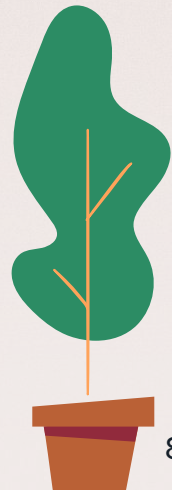
Business Communication & Globalization

Globalization has led to organizations adopting a more global perspective, resulting in a change in the way global businesses are conducted across geographic boundaries.





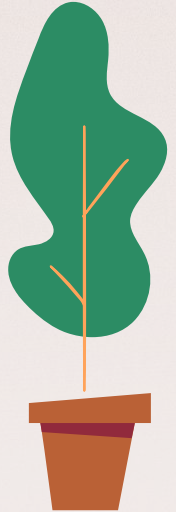
‘To succeed in global markets, companies must communicate effectively across national and cultural boundaries’





Effective Communication in Globalized World

This requires employees with a high level of cross-cultural awareness, including knowledge of the language barrier, customs, etiquette, and history.



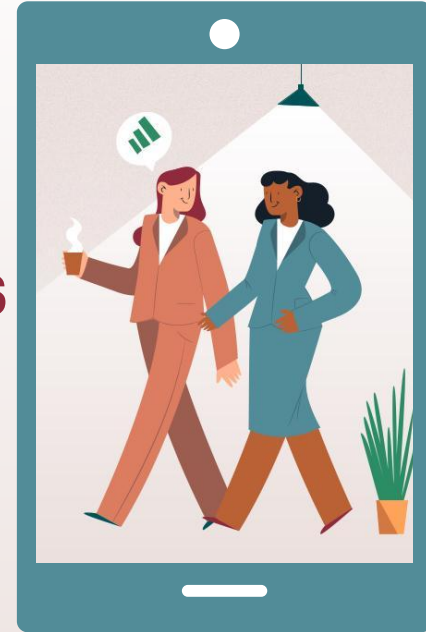
Business Communication steps in simplified



02

Technology in Business Communication

Channel of Communication



Types of Technological Communication



External Communication



Internal Communication



Channel of Communication

The transmission or method of delivering the message using electronic technology

 **Email**

 **Social Networking Sites**

 **Telephones**

 **Video and Web Conferencing**

 **SMS/Text
Messaging**

 **Online Collaboration**



Technological Tools

Electronic Media & Internet is used to transmit the message

 **Desktop**

 **Tablets**

 **Laptop**

 **Software**

 **Notebooks**

 **Auxiliary Products**



03

Generalized Technological Issues in Business Communication





Types of Technological Issue in Business Communication



System issue



Software issue



Hardware issue



Service Provider issue



Business Communication Technological Issues in a nutshell

System issue

System Design bug, Network issue, internal service issue

Hardware issue

Machine issue, hosting storage issue, network module issue

Software issue

Core software bug, Software Production issue, Maintenance period issue

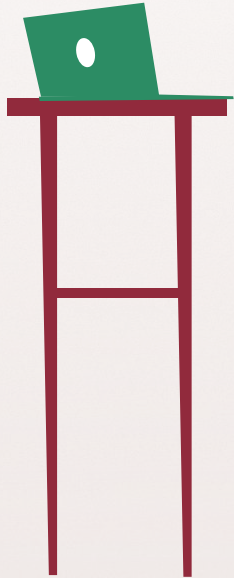
Service Provider issue

ISP issue, IT department assistance issue, Server site issue



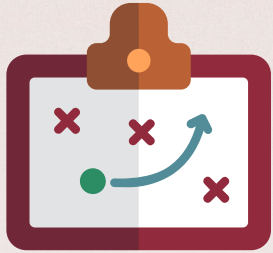
04

Technological Issues in Business Communication in Globalization Perspective



Business Communication System Issues

Big Corporate office requires system services for internal and External Communication.



- Giant corporate office uses several system utilities for internal and external communication such as office network hub or star model.
- Network issue in those model is considered as system technological issue.



Business Communication Hardware issue

Hardware or machine problem is highly notable.

- Communication device issue.
- Server Storage shortage or website server down.
- Remote communication network module such as : local tower malfunction.



Issues related to ISP or Internet

WWW.



- Problem happens during communication through online.
- Slow internet is mostly notable.
- Internet ping issue can hamper online video communication or audio call.
- Communication between two organization in respect to cultural boundaries can be interrupted .



Software Issue in Business Communication



Software issue including :

- Software applications issue.
- Software and Psychological fact during real time communication.
- Utilities software malfunction during communication.


Issues in Video Conference

“It provides a more personal way to communicate both externally with customers and partners and internally with team members or employees who may work outside the office”


- Issue can be during online call -
Software, Hardware or server site i.e.
Zoom, Discord
Google Meet.
- Real time communication but client psychology is highly hard to understand while communication.



Issues in Email Communication



“Electronic mail is a great way to make business communication. The service provides various features including formal application, document sharing, reporting ect ”

- 
- Important mail fall in spam box.
 - Complex written information can not be understood by global client.
 - Native language is a barrier/issue of communication.

Issues in Communication of Social Networking Sites



“Communication through online social network can be a great medium of organizing business communication. It can connect local and global company in a wide range. i.e . Twitter, LinkedIn, Facebook, Instagram”

- Company's profile can be fake.
- Communication can be biased as it is informal.
- Initial business communication can be hampered due to existence of similar profile of company.

Issues in Online Audio Call

“Online or cellular audio call is a great media is mostly for internal business communication with colleague, subordinates or business persons”

- Cellular network problem is slight common issue.
- Complex instructions from higher authorities may be misunderstood.
- Criminal activities or fake information can be appeared for local business communication.



Artificial Intelligence and Machine Learning Issues



- Machine Learning Data analysis is not always accurate or productive for business communication.
- Communication through AL may not be efficient to satisfy a clients requirements. Such as : Chat boot or Virtual Assistance.
- Machine does not understand that much as human does during real time business communication.

Impacts of Technological Issues in Business Communication in Globalized World

Time Delay



Operations Malfunction

Target Declined



Less Productivity



Thanks!
Any Question ?