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| **ELECTRONIC ASSIGNMENT COVERSHEET** | Description: Murdoch_land_RGB |

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Corporate Social Responsibility (CSR) is an approach adopted by organizations to work towards an ideal social and environmental development, apart from their investment to organizational development. It refers to a company’s sense of responsibility towards the community and environment it is placed in. Organizations adopt CSR strategies to ensure long-term benefits and to build a positive reputation and branding.

One example of CSR would be Breadtalk’s involvement in the aftermath of the 2008 Sichuan Earthquake. Breadtalk specially crafted Peace Panda, a Panda Bear shaped bun in four different expressions symbolising the terror of the 7.8 magnitude earthquake. All sales proceeds from “Peace Panda” were donated to the Chinese Embassy and Red Cross Society’s “China Earthquake Appeal Fund”. This social philanthropic act displayed Breadtalk’s ingenious way of using their product as a tool to raise funds. This heightens the organization’s media coverage and catches the attention of the general public as a good cause for societal concern.

Internally, by adopting good CSR approaches, Breadtalk will be able to attract prospective employees who prefer to work with a company that practices good business and moral ethics. This can boost work productivity and instill a better work attitude among existing employees. Employees may be more committed and have a higher job satisfaction when they are working for an organization that not only focuses on achieving higher sales profitability, but also strives to achieve a good cause for the environment through appropriate ethical and legal standards.

With constant globalization, foreign business markets, migration, foreign investments and international co-operation are rapidly increasing. Thus, it is important to appreciate and understand cultural differences and norms in business to further develop and sustain a harmonious relationship when exchanging a business deal. Understanding and learning to adapt to an entirely different culture when entering a foreign market can determine the financial success of the organization especially when Breadtalk is a fast growing international brand. It is critical to analyze the culture of new foreign business market that the organization is venturing in so that Breadtalk can adapt their products to suit consumer needs. This will enable managers to better manage expectations and delivery of results. People tend to have some barriers such as misconceptions, prejudices or stereotypes that influence their understanding of others. Developing cross-cultural awareness demystifies other cultures by displaying them under an objective light. Being exposed to cross cultural differences breaks down barriers and aids in a more expressive relationship and dialogue. This benefits the organization as Breadtalk managers are more aware of the cultural differences and can implement specific measures to counter differences faced.

Managers can spread good cross-cultural awareness by first, embracing diversity. A good manager celebrates diversity by placing a high importance of sharing and understanding culture within a diverse workforce. This encourages employees and global partners to be more transparent and open with one another. A good manager assumes differences, not similarities. They suspend judgements by gathering as much information as possible so they can make a better assessment of the situation before evaluating it. It is important for a manager to have empathy towards their employee, as it is through empathy that we learn of how others would like to be treated.

Accoding to Geert Hofstede’s comparison of Australia, the country scores a low 31 on long-term orientation dimension. This depicts Australia’s short-term oriented culture. Thus they are more traditional and willing to fufill social obligations. Based on this outlook, Australian businesses gauge their performance on a short-term basis. Their profit and loss statements are churned out on a quarterly basis. This drives employees to aim for fast results in the workplace.

Based on Australia’s score of 51 on uncertainty dimension, it shows that the country adopts a fairly pragmatic culture in terms of uncertainty avoidance. Both generalists and experts are needed and there is focus on planning which can be changed at short notice and improvisations made. Emotions are not shown much in Australia and people are fairly relaxed and not open to taking risks. However there is more willingness of acceptance for new ideas, innovative products and a willingness to try something new or different.

In 1948-49, Australians ate an average of 64kg of bread a year but by year 2000, it fell to 53.4kg. Despite the reduced average consumption of bread, the bread imdustry has produced larger varieties of bread such as wholemeal, whole grain, seeded, sweetened, sourdough, rye, artisan loaves, focaccia, ciabatta and flat breads. Bread is a $2.5 billion a year industry in Australia. Thus, bread still remains as a staple food of the national diet of Australians. Breadtalk can capitalize on this opportunity by venturing into Australia. Therefore, it is important to understand the cultural differences of other countries so that Breadtalk can take proper measures to penetrate their desired foreign market effectively.

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