



# Japan and Entertainment Club & Entrepreneur Club

## Suits and Sushi: Introduction to Business Styles and Ethics in Asia and the U.S.

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## Introduction

- **Purpose:** To explore the differences between American and Asian business styles and ethics.
- **Importance:** Understanding cultural nuances is vital in today's globalized business environment.
- **Business Culture:** The set of norms, values, beliefs, and behaviors that govern how people interact in a business context.
  
- Cultural differences impact:
  - Communication and negotiation
  - Management and leadership styles
  - Ethical perceptions and practices
- Emphasizes the need for cultural sensitivity and adaptability.

# Different Business Styles (1)

## American Business Styles

- **Individualism**
  - Emphasis on individual achievements and autonomy.
  - Merit-based recognition and rewards.
- **Direct Communication**
  - Clear and explicit expression of ideas.
  - Value placed on honesty and transparency.
- **Low-Context Communication**
  - Messages conveyed primarily through words.
  - Less reliance on non-verbal cues and context.
- **Time Orientation**
  - Time is seen as a valuable resource.
  - Emphasis on efficiency and punctuality.

## Different Business Styles (2)

### Asian Business Styles

- **Collectivism:**
  - Emphasis on group harmony and cohesiveness. Decisions often made with group consensus.
- **Indirect Communication:**
  - Messages conveyed subtly or implicitly. Reliance on context and non-verbal cues.
- **High-Context Communication:**
  - Understanding depends on shared experiences and background. Less emphasis on explicit verbal communication.
- **Respect for Hierarchy:**
  - Deference to seniority and authority. Hierarchical organizational structures.

## Different Business Styles (3)

**Scenario 1:** In a negotiation between a New York tech startup and a Japanese electronics company, the American team is puzzled as to why their bold, innovative proposals aren't progressing. They value quick decision-making and efficiency, viewing time as incredibly precious. Despite recognizing the partnership's potential benefits, they are confused by the perceived delays and lack of enthusiasm from their Japanese counterparts. The American team wonders why their assertive, forward-thinking approach seems to hit a wall, leaving them questioning what might be causing the hesitation or resistance from the other side in moving the deal forward.



## Different Business Styles (4)

**Scenario 2:** During a pitch meeting in New York City, an American financial analyst presented a detailed proposal to a visiting South Korean delegation. The presentation was data-driven and relied on a clearly written business proposal. Despite the thorough data and direct communication, the Korean executives seemed disengaged, leaving the American team puzzled. The proposal was strong and clear, but the American team couldn't understand why their counterparts appeared uninterested. They expected enthusiasm for the straightforward, hard-hitting facts, yet the meeting felt flat. The absence of immediate feedback left the Americans in the dark, unsure why their offer didn't resonate as anticipated.



## Different Business Styles (5)

**Scenario 3:** A New York City fashion brand is confused about why their Chinese manufacturing partner seems uncommitted to finalizing a business deal. The American team is puzzled by the missed deadlines, which they regard as essential to maintaining professionalism and efficiency. From their perspective, the consistent delays appear as a lack of competence or interest. Despite their attempts to adhere to strict timelines and keep the process on track, they are baffled by the Chinese team's flexible approach and wonder what might be causing the disconnect in priorities.



# Different Business Ethics (1)

## American Business Ethics

- **Legal Framework**
  - Strong emphasis on adhering to laws and regulations.
  - Corporate governance and compliance programs.
- **Ethical Standards**
  - Codes of conduct and professional ethics.
  - Importance of corporate social responsibility (CSR).
- **Transparency and Accountability**
  - Open disclosures and reporting.
  - Accountability to stakeholders.



## Different Business Ethics (2)

### Asian Business Ethics

- **Relational Ethics**
  - Importance of relationships and networks (e.g., *Guanxi* in China).
  - Business dealings often based on trust and long-term relationships.
- **Cultural Influences**
  - Ethical perspectives influenced by philosophies like Confucianism or Buddhism.
  - Emphasis on harmony, loyalty, and duty.
- **Corporate Social Responsibility**
  - Growing focus on CSR in Asian countries.
  - Balancing economic growth with social and environmental considerations.

## Different Business Ethics (3)

**Scenario 4:** A New York-based tech company partners with a Japanese firm to develop new software but is puzzled by the hesitation to finalize the deal. The U.S. team insists on detailed legal contracts, stressing the importance of compliance with strict regulatory standards for accountability. However, their Japanese counterparts seem resistant, delaying the project progress. The American team is baffled, unable to understand why the Japanese firm is hesitant about the contract, viewing it as a standard business practice.



## Different Business Ethics (4)

**Scenario 5:** A New York-based multinational corporation rolls out a global CSR initiative emphasizing environmental sustainability. When trying to introduce this to their Southeast Asian subsidiaries, the U.S. executives face unexpected resistance. Despite clear benefits, local partners appear hesitant, puzzling the New York team. The American managers, eager for swift adoption, can't grasp why their counterparts aren't on board, attributing the reluctance to mere miscommunication, unaware of the deep-rooted local practices and differing priorities that challenge immediate alignment.





## Other Differences in Business Styles/Practices (1)

- **Direct vs. Indirect Communication**

- American style tends to be direct and explicit. Asian styles may value harmony over confrontation, using indirect methods.

- **Non-Verbal Communication**

- Greater reliance on non-verbal cues in many Asian cultures. Understanding body language and context is crucial.

- **Contextual Differences**

- High-context cultures (many Asian countries) versus low-context cultures (United States).

- **Individual vs. Group Decisions**

- American businesses often emphasize individual decision-making. Asian businesses may prefer consensus-building and group input.

## Other Differences in Business Styles/Practices (2)

- **Speed of Decisions**
  - Faster decision-making in American businesses due to efficiency focus. More deliberate processes in Asian businesses to ensure consensus.
- **Organizational Structure**
  - American companies may have flatter structures. Asian companies often have hierarchical structures.
- **Leadership Styles**
  - American leaders may adopt participative leadership. Asian leaders may be more authoritative or paternalistic.
- **Role of Seniority**
  - Seniority commands respect and authority in Asian businesses. Merit and performance are highly valued in American businesses.

# Conclusion

## American and Asian Business Practices

- Understanding cultural differences is essential in international business.
- American and Asian business styles have distinct characteristics influenced by cultural values.
- Success requires cultural sensitivity, adaptability, and effective communication.
- Embracing diversity enhances collaboration and global business success.

# Bibliography (1)

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