

# Intercultural Communication and Business Chain Formation of America and Japan

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### Abstract

This study aims to obtain and examine the information of communication in the context of intercultural business protocols between America and Japan. One's view of the variety of life in the world or cultural policies that emphasize acceptance of diversity will always be inherent in people's lives. The assumption itself is a phenomenon with its wealth, an exploration that can produce innumerable benefits for us, both in terms of a broader vision and more profitable policies and activities. Business protocols involve a form of celebration, etiquette, and the correct code of conduct, it is important to understand these rules in business transactions. However, like the rules of behavior in general, business "rules" are related to culture. The method of data collection is done by a descriptive method with a literature approach. The findings of this study are then described, narrated, and interpreted and arranged in the form of a paper. These findings can be concluded that the business protocols of the two countries involve the form of celebration, etiquette, and the correct code of conduct. Several variations of business protocols need to be considered to achieve this intercultural business communication goal. These variations are like the preliminary relationship, how to greet, personal appearance, gift-giving, and taboo conversation topics.

**Keywords:** communication, intercultural, American studies, business protocols.

### Introduction

In a global situation, the ability to give properly can be a test. However, when two meetings communicate in the same language, in any case, there may be a misunderstanding due to ethical and social differences (see Foster et al., 2009; White et al., 2015). Inside the progression of the current time, there had been countless models from the business part that spectacle off how deprived communication can activate poor confident performance. Accepting the upshot of globalization in a view of communication is fundamental for relations seeing to sort an upper hand within the worldwide market place (Chi, 2016; Shimizu & Bradley, 2014). Financial difficulties caused by the past can be used as capital requirements for an institution to establish the boundaries of inner communication important to control and filter out external hazards. Today's society has all the potential to be able to reach social boundaries and expand its main quality. Commercial companies throughout the world must look at how to talk with representatives and customers from various communities to fulfill essential forms and incentives for partners (H. Gao & Prime, 2010). The utilization of innovation has greatly influenced how companies embed comprehensively and exhibit their goods and administration (Gao & Prime, 2010). Nonetheless, with advances in innovation associations, one must become aware of how disruptions can plausibly introduce obstacles in trying to build benefits and parts of the general industry.

For groups associated with international enterprise activities, the relationship between directors and subordinates in international companies is enormous. In investigating led by Thomas & Ravlin (1995) it was found that a person would be more attracted to a relationship

that had a lower perception of similarity with managers, a lower intention to get along, and a lower perception of managerial effectiveness. The results showed that the approach would not be effective in increasing interaction between cultures in business settings if the method used was to influence members of other cultures to behave the same as our culture (Thomas & Ravlin, 1995). Individual differences can be the main focus of creating innovation. In the interaction between <sup>2</sup>ltures, each individual needs to be trained and developed so that it does not merely promote cultural adaptation.

Communication is crucial for businesses to efficiently clarify how their gadgets and <sup>2</sup>administrations vary from their opponents. Groups that can be correctly prepared to convey cross-culturally have a top hand because they can devote additional time and belongings to main enterprise and much less time on inward and out of doors correspondence troubles (Hilton, 2007). Communication is vital for humans to talk and to meet fundamental needs. Similarity remains regular for groups, governments, and international locations. Without the capacity to bring and notice one another, there would be tumult. Communication that depends on social understanding is increasingly desirable to stop false impressions and biased tendencies.

Studies on cross-cultural communication often facilitate seeing how singular contrasts affect our ability to talk with others. Someone who used to live a solitary, he/she will get a bit of a problem when interacting with others - both of lifestyle or mindset (Fink et al., 2006). Introduction to various societies affects our capacity to speak with others such that it prompts wonderful outcomes. Fink et al., (2006) suggest that analysts associated with diverse examinations ought to accumulate a comprehension of the interrelations between social measurements, social norms, and individual traits. This multiplied mindfulness encourages someone to address their personal culturally diverse behavior similar to that of others.

Najajbagy (2008) alludes to co-direction, the capacity to acquaint all elements of one's lifestyles similar to somebody of an alternate lifestyle, as a crucial phase of intercultural correspondence. Humans who have encountered numerous societies <sup>3</sup>re increasingly mindful of a way to regulate their correspondence style with the intention that others recognize the records they're trying to transport. Research directed by Seak & Enderwick (2008) exposed the significance of giving culturally divers <sup>2</sup>correspondence and preparing aptitudes for exiles allocated to far-flung areas specifically, China, Hong Kong, Taiwan, Japan, and South Korea. Currently like in no way earlier than international institutions ought to assure that their employees have the right stuff required to impart across social limits. Culturally various correspondence improves development through conten <sup>3</sup>ating aggregate essential thinking and the open unfold of records (Cho, 1985). Cohen & Levinthal (1990) represent the period absorptive limit as an affiliation's potential to differentiate and perceive the estimation of new outside facts, retain it, and actualize it into their enterprise sports. Associations that realize the importance of out of doors data are higher equipped to make use of their center competencies to make an upper hand. Cross-way of life correspondence improves an association's absorptive limit since it offers another point of view to gratifying the requirements of partners.

Effective business developers must have the choice to offset authoritative dreams with outside global problems. As associations emerge as progressively interconnected the process of leaders in overseeing global groups is getting step by step giant. Having the choice to discover via various social subtleties is a key capacity for international pioneers. Rabotin (2008) characterizes social perception as "the capability to connect to others from various social foundations, tracking our social traits that pressure our views, practices, and convictions." Notwithstanding their geographic vicinity, pioneers ought to have the option to impart across fringes to make an upper hand and accomplish results. It's far unmistakably clear that physical limits are gradually getting trustworthy. An international leader ought to

recognize their social inclinations and be eager to exchange their emotions with the aid of gaining from those that are not quite the same as them (Rabotin, 2008).

Multiculturalism is not something that needs to be distinguished among many countries, on the contrary for some things it needs to be considered to equate assumptions for mutual understanding. The assumption itself is an extraordinary phenomenon from within, the exploration that can produce unlimited benefits, both in terms of vision and other more profitable policies and activities. People from different cultures who then view from different perspectives might be considered irrational or even in direct contradiction to what is considered true for each culture (Lewis, 2005). The conduct of individuals from numerous societies isn't something to play with. There are clean patterns, successes, and customs. Similar responses from people, Europeans, and Asians can be expected, typically supported, and for the most part, controlled. Enterprise conventions encompass a form of festivity, conduct, and the proper set of frequent regulations, its miles important to understand those suggestions in business exchanges. Be that as it can, just like the concepts of conduct while all is said in carried out, business "guidelines" are diagnosed with lifestyle.

It could be seen the differences between intercultural "policies" in simple matters along with stickers on vehicle bumpers inside the United States that read "guidelines are for fools". Although this sticker may declare the value of individualism, dependency, and the difference, this view is not shared by all cultures. Almost all components of the arena are, culturally correct, anticipated, and revered (Samovar et al., 2012). From the description above it is examined that several protocol variations are discussed (1) the early relationship; (2) greetings; (3) personal appearance; (4) give a gift; and (5) taboo matters.

From the previous explanation, the important point is that globalization has become a phenomenal concept in today's thought discourse. This term can slip into various aspects of life, including economics, communication, and business. Porter (1985) stressed the importance of quality and communication skills in global competition. According to him, a competitive nation is a nation that has a commitment and a critical attitude towards quality, mastery of technology, intensification of research, and market-oriented development, as well as skills in conducting marketing business negotiations worldwide.

In cross-cultural communication, Takai (2003) emphasizes the importance of intercultural understanding in export-oriented businesses. After conducting various evaluations, Takai concluded that many business failures are suffered by American (and European) businessmen - when doing business with Japanese people - because they were too imposing American way. They did not try to understand the characteristics and culture of Japanese business communication. Thus, two important aspects must be stimulated in facing global competition, namely the economic and communication aspects.

To outline the significance of correspondence on building connections internationally, it is necessary to think about the case of the US and Japan. The connection between these two nations is based upon a rich history. For over 150 years, the relationship between Japan and the United States has been one of those constants, converting with the times, but with an underlying resiliency that surprises observers (see Batyko, 2012; Cooper, 2014; Matthews & Thakkar, 2012). Even as each countries deepen their relationships with different nations, each will stay of key significance to the other, no longer least because of a host of not unusual values and visions for the future. In this manner, the creators needed to look at the correspondence with regards to intercultural business protocol.

## Methodology

A qualitative research strategy consisting of literature studies such as books, journals, and articles was used to gather information (see Mason, 2002; Miles & Huberman, 1994; Mohajan, 2017; Young & Hren, 2012). The results of this study are then described, narrated,



and interpreted and arranged in the form of a paper. This method seems to be the most appropriate due to the complexity involved in studying culture and communication. By using this method, the researcher was able to ascertain underlying factors relevant to understanding the communication in the context of intercultural business protocols when two different groups interact with each other.

## **Result and Discussion**

### ***Communication***

The word communication comes from the Latin phrase 'communicare', which means 'to a percentage or to participate' (Rogers et al., 2002; Li, 2011). An easy verbal exchange can occur if there are similarities between the transport of messages and those who acquire messages. therefore, communication depends on our capacity so that you can understand each other (communication relies upon our capacity to understand each other) (West & Turner, 2018).

To be noted that communication was used to explicit the wishes of the enterprise (Gonick, 1993). Chemical indicators in early organisms are used for reproduction. Along with the evolution of lifestyles, primitive chemical signals used in communication also evolve and open up opportunities for more complex behaviors which include mating dance on fish (Gonick, 1993). Human beings communicate to percentage understanding and experience (Chi, 2016). Not unusual styles of human verbal exchange consist of signal language, speech, writing, movement, and broadcasting. The verbal exchange may be interactive, transactional communication, practical verbal exchange, or purposeless communication. Through communication, attitudes, and feelings of someone or organization of people can be understood by using different parties. However, communication will be effective if the message brought may be interpreted in an equal way by the recipient of the message. Even though communication has been studied for a long time and consists of "antiques", this topic has become critical especially within the 20th century. It is because the increase of verbal exchange changed into described as "a revolutionary invention". This change is caused by the fast boom in communication technology together with the radio, TV, phones, satellites, and computer networks in conjunction with the industrialization of massive enterprise fields and worldwide politics.

According to Natarova (2011), communication on the academy degree may have its department in which conversation is divided into mass communication, communication for the presenter, public relations, and others, but the challenge will continue to be. Jobs in verbal exchange reflect the variety of communication itself. Accordingly, a concise communication may be described as a process of delivering records (messages, thoughts) from one birthday celebration to every other celebration. In other words, communication is executed verbally or non-verbally which can be understood by both parties (Spolsky et al., 1998). If there is no verbal language that may be understood through both, communication can nevertheless be completed by the usage of gestures, showing certain attitudes, which include smiling, shaking his head, shrugging his shoulders. This method is referred to as nonverbal conversation (Kim, 1992).

### ***Intercultural Business Protocol***

Community culture will influence how a person sends and receives messages. When someone communicates, he/she tends to use his/her cultural assumptions, assuming that others have a culture, language, and perception like him (see Prodromou, 1992). Thus one individual human treats others as he wants to be treated. However, if the person invited to communicate happens to be a different person from a different culture (Shimizu & Bradley, 2014), the

audience will receive a message as per their perception. So treating others as you want to be treated is not enough.

This understanding gives rise to a new perspective in dealing with the audience, the sender needs to understand the culture of the audience and treat them as they want to be treated. For this reason, it is necessary to increase the understanding of the foreign culture from several aspects of this business protocol which involves a form of celebration, etiquette, and the correct code of conduct (Sabath, 2010). Several variations of business protocols need to be considered to achieve this intercultural business communication goal. These variations are like the early relationship, how to greet, personal appearance, gift-giving, and taboo conversation topics (see Belova, 2017; Lewis, 2010).

### ***The Up and Down Communication between America and Japan***

It's been 50 years for the reason that the revised US-Japan refugee Agreement became contracted in 1960. All through that time, there had been several expansions that were supposed as driving the relationship in the crunch. There was the "Nixon surprise," when the USA president remained China without checking or maybe advising Japan. There was the time while America's administrator of the country announced that Japan changed into "insensitive" since it turned into importing oil from Iran in the convict condition.

In the United States, there was a belief that Japan was not exactly comfortable when it came to an alliance of allies. At the same time, many Japanese have whispered a deep idea that their country is being managed as it was abolished using America. In particular, the Japanese side risks making statements that the relationship is in crisis when an individual incident occurs. Recognizing this gap between the two nations when there is a US-Japan Summit, our leaders communicate in a common voice to emphasize that the United States and Japan are experiencing "identical cooperation." Former Prime Minister Hatoyama demands a more "same American-Japanese judicial" form of imprisonment for his administration, which was also based on attention from this perception gap.

The two countries have recalled that dealing with family members between the United States and Japan requires an examination of the individual roles played by each United States. Japan has expanded its operations to get more information on the international network, and all of the United States has begun to show greater difficulty for Japan's sensitivity in the United States.

From an economic point of view, Japan's official development assistant (ODA) has increased unexpectedly and Japan is playing its role in unleashing the international financial gadget by promoting free alternatives and liberalization. The United States welcomed the move and stressed the need for a meeting with Japan as an ally and to try to address sensitive issues quickly. For the most part, governments of all nations have effectively controlled the alliance going back, proving the past by Ambassador Mansfield's announcement that "US-Japanese dating is the most critical bilateral dating in the world, without anyone."

US-Japan change has declined in the latest years. It desires to reexamine our procedures to such regions as cooperation on science and era, cultural change, intellectual exchange, parliamentary alternate, exchanges of commercial enterprise leaders, pupil exchange, and inter-university trade.

### **Discussion**

The following will be the discussion of the several variations of business protocols that need to be considered to achieve this intercultural business communication goal, such as the

American business way, early relationship, how to greet, personal appearance, gift-giving, and taboo conversation topics.

### ***The America Business Way***

The excellent manner to positively work with American enterprise companions is to think like them (David, 2014). It means accepting and compliant your ethics, and specifically the compulsion to any sort of planning. To apprehend a business culture requires knowledge of its values. Americans in business are a sincere and shortest organization, mainly useful when seeking to advantage understandings into what marks them thrust (Stewart, 2003). Proper to the countrywide charter, there are three matters held pricey in chase of the enormous enterprise agreement: lifestyles - taking fun at work, liberty - taking manage and choice over the work we do, and the chase of gladness - money.

### ***Win/win Approach***

This is one of the best and most effective ways to find business opportunities, mainly because it works on the assumption that both events in the company's agreement will appear effectively. The rules for US company transfers are clear: get as much money as soon as possible. The main technique of this game may come from a more prolific economy than the economy of shortage and invasion which is well known in Asia and Europe (Stewart, 2003). It's specious inside the language of business negotiations with phrases such as "how can we each make this painting?" and "we're enthusiastic about operating with you on this". The drawback of this technique, however, is the belief through Americans in a commercial enterprise that cash is the general motivator and language of commercial enterprise (see Mohammadian, 2017; Lewis, 2010). Gratitude that in most business cultures with which people work, engaging is restrained in extra smooth-edged methods (inclusive of common attachment, get admission to exceptional records) is frequently missing.

Something in America is thinkable. Individuals trust that if you need to tail an enterprise idea it's feasible to sort it ensue and it's straight feasible you'll mark exact cash attempting (Shaheed, 2000). How can you realize this? Due to the fact regardless of how absurd an impression you extant in your American boss or coworkers, it'll take delivery of time and handled with recognize. And we understand from the records of commercial enterprise triumphs in the US (examine the achievement of puppy rocks approximately 15 years in the past and 3M's post-It notes), a number of the silliest thoughts virtually mark it to the large time (Kerr et al., 2018). The drawback of this nice and positive outlook, but, is that folks that improve distresses or difficulties are commonly beheld as bad, detrimental, awkward, and throwing particular bouts. Consideration and properly-structured goal advice will go a protracted manner in the direction of heading off this notion.

Notwithstanding the narrowness of Americans in the enterprise, ingenuousness, casualness, positivity, humor, interest, and openness rapidly placed most people relaxed (Lewis, 2005). That is specifically useful while coming from commercial enterprise cultures with steep magnificence orders and proper rites. Humor is an instrument subconsciously used to loosen up the temper and construct an ecosystem of openness and familiarity (Lynch, 2005). Due to the belief that whatever is feasible in American enterprise, this positivity consists of over to your courting too: the glass will be half full instead of half of empty. Don't be shocked in case your American contrary wide variety indicates that the "troubles" you foresee are sure "possibilities".

On the other hand, doing the deal is extra critical than constructing connections and receiving to know the alternative parties to the deal (Wolf & Alwan, 2019). This is specious when opening discussions with your American coworkers, who might also neglect to deal with your tea or espresso because the business deal is the pinnacle of awareness (Gelfand & Brett,



2004) – which might enlighten why so many carry their very own Starbucks coffees in conjunction with them.

The slight discourse that derives from courting house is commonly avoided for the cease of the negotiations (Lam & Graham, 2003). In the end, "time is cash" and not only get greater profits directly, but it also accelerates extraordinary business in a fast period. That is at chances with the same old American cognizance on all belongings to do with the destiny (Gassett, 1994).

### *Early relationship*

When engaging in international business, how early relationships are established can include sending e-mails, making telephone calls, writing formal letters, or using an intermediary in which these procedures are closely interrelated to the culture of people related to you. If you be unsuccessful to track the precise protocol and break the cultural procedures, you will not be able to enter an organization. Some examples will help you understand this problem.

### *America*

American Business Culture is accustomed to what is called a cold call, which is to open a business relationship by calling unknown customers (Stewart-Allen, 2003). A cold call can be directly conducted on the topic of business conversation without any strings attached first. This culture is following the typical basic American people who do not like to beat around the bush and prioritize efficiency.

From the above explanation, it can be concluded that the main drive of communication is to handover concepts and understanding from one person to another. The first stage in communication is input; one needs at a guess roughly that is accepted by another person. The communication circle is fruitful when the recipient shows that he realizes what is being connected. So, that is the one that makes Americans respected and resolute when communicating, specifically in business talks.

### *How to Greet*

The second variation that needs to be considered in a business protocol is how to say hello. Different greeting methods must also be considered as to whether the culture to be faced is accustomed to bowing, hugging, kissing on the cheek, eye contact, nodding, or greeting that is commonly done. The following is an explanation of how the American and Japanese greeting.

### *America*

When a meeting is determined, it is important to get used to using a greeting in the host culture. Americans tend to be informal and friendly. People from other cultures are shocked by the informality of the United States who often says "Hi" to foreigners. In many countries in the world, saying "Hi" to foreigners is not common (Education, 1992).

In America, both men and women shake hands when meeting and separating. The first name is usually used when calling someone more senior or in a formal situation. Giving each other business cards is common in a business context, but rarely happens in social gatherings. The greeting method just mentioned is unique to Americans and Canadians, but it is not common in many other cultures (Thomas & Ravlin, 1995).

### *Japan*

A common greeting ritual in Japan is bowing. As stated by Ferraro, Bent shows social information in Japan (Kim, 1992). In addition to attention to business habits, an understanding



must also be considered as with the complexity of bending. Japanese people realize that it is difficult for foreigners to understand, so they do not expect foreigners to stoop (Gonick, 1993; Samovar et al., 2012). Another important protocol in greeting Japanese business people is exchanging business cards. As with human communication, the simple act of exchanging business cards is rooted in Japanese Values.

### *Personal Appearance*

The next variation is self-appearance. Business appearance has its ways and has various tolerance limits in every culture. In terms of appearance, America has a more informal culture of doing business while Japan has a more formal culture of doing business (Samovar et al., 2012).

#### *America*

The United States is an informal culture. The informality is reflected by the "Casual Friday" policy used by organizations in the United States to allow employees to dress casually. The "dot-com" organization in Silicon Valley is known for its very informal style of dress and young businesspeople sometimes do business using only polo shirts and jeans. On many campuses, professors can be found dressed as students.

#### *Japan*

Japanese culture is more formal, and the behavior of formalities develops into one's appearance, especially in business interactions. In Japan, a black suit is a standard uniform for employees. Dressing to distinguish someone is not easily accepted. Although the younger generation in Japan has begun to wear clothes with different colors and styles, conservative clothing styles are still the norm among high-level managers and executives.

Similarly in Japan, in many Asian countries executives dress according to fashion and expect their partners to realize the same aura of success. As stated by Schmidt and colleagues, professional dress is important in formal business association events in Asian countries (Samovar et al., 2012). Western businesswomen who work in Islamic countries or with Muslim partners must dress conservatively and simply with a high neckline, long sleeves, and skirts over the knee. Pants are not recommended to wear. It's easy to imagine the consequences if a businessman from the United States, in trousers and wearing a colored polo shirt, meets for a meeting with his German counterpart in a dark suit and tie. On this occasion, the first impression may not be positive.

### *Gift-giving*

The next variation is regarding gift-giving. This gift-giving business needs attention in cross-cultural business. Giving gifts that do not pay attention to the customs and regulations that apply can be a very serious problem in doing business. There is an old saying, "Be careful of the Greeks who bring gifts". However, among many gifts giving cultures is common and is part of business protocol.

In addition to a view of what a gift is, it is also necessary to pay attention to the applicable regulations, the timing of the gift, the form of the gift, and how to give. Martin and Chaney introduce these important business habits in the following paragraphs: "The practice of gift-giving varies greatly around the world. In a religion-oriented country, gift-giving takes place during religious celebrations; in non-religious countries, there are certain times devoted to giving gifts. Certain events, such as conclusions in business contracts, require gift-giving. Because gift-giving is an integral part of building global relationships, you need to understand the ins and outs of the art of giving gifts" (Gardiner & Kosmitzki, 2008).

### **America**

Exchanging gifts in a business context requires several protocols that are stated or not stated. One problem is a Western culture, which is individualistic, especially the United States, sometimes considers giving and paying money in advance as a form of bribery. The US condemnation of bribery is so strong that it is prohibited by the Foreign Corrupt Practice Act which stipulates that bribing foreign governments to obtain or retain business is illegal (Samovar et al., 2012).

### **Taboo Conversation Topics**

The last variation to consider is what topics of conversation are considered taboo (Gao, 2013). Election topics must follow cultural regulations. This rule guides in learning what topics are acceptable in the culture of business relations encountered. The most popular small talk topics are weather or comments about the physical environment, such as meeting room settings or some aspect of a building (Fershtman et al., 2011). A taboo topic disrupts business processes. Chilean, Argentinian, and Venezuelan businessmen consider political topics to be taboo in business talks. American businesspeople consider the conversation about the family is a common thing in business, but not so with Saudi Arabia who considers it a taboo.

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### **Conclusions and Suggestions**

From the results and discussion it can be concluded that, first, the initial relationship - when involved in international business, how the early relationship is established can include sending an e-mail, making a telephone call, writing a formal letter, or using an intermediary. Second, how to greet - The second variation that needs to be considered in a business protocol is how to say hello. Different greeting methods must also be considered as to whether the culture to be faced is accustomed to bowing, hugging, kissing on the cheek, eye contact, nodding, or the usual greeting. Third, Personal Appearance - The next variation is self-appearance. Business appearance has its ways and has various tolerance limits in every culture. In terms of appearance, America has a more informal culture of doing business while Japan has a more formal culture of doing business. Fourth, Gift Giving - The next variation is regarding gift-giving. This gift-giving business needs attention in cross-cultural business. Giving gifts that do not pay attention to the customs and regulations that apply can be a very serious problem in doing business. And finally, Taboo Conversation Topics - The final variation that must be considered is any topic of conversation that is considered taboo. Election topics must follow cultural regulations. This rule guides in learning what topics are acceptable in the culture of business relations encountered. The advice that can be raised from this paper is that it is very necessary to understand other cultures before doing business to avoid misunderstandings as every country has a different culture.

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