

I would be able to aid  
their developing



**ASSIGN  
BUSTER**

I currently work for a shipping company called Nonstop Delivery (NSD) which is a transportation logistics provider in the U. S. handling services such as direct-to-home and business delivery services.

We are often compared to United Postal Service or Fedex but we handle pick up or delivery services of heavier freight such as furniture, house appliances, etc. Communicating through different cultures isn't an issue at the moment because we currently only service the United States. It would be favorable for expansion and growth for our company to do business with our neighbor, Mexico. Globalization is the integration of economies around the world through the process of obtaining goods, services or capital. The benefit of globalization is that it represents free trade that promotes global economic growth.

(Collins, 2015). Expanding our services to Mexico would be a great benefit not only on our end but their end as well because it would create more jobs and we would be able to aid their developing country economically whether it be foreign capital or technology. The benefit NSD would incur by expanding business in Mexico would be increased revenue. There will be more clients to handle services for, there may be lower costs for doing business in Mexico and by hiring not only U. S workers, the company is open to bringing in new ideas and concepts to improve the business. The United States and Mexico's business culture varies greatly. The U.

S is a low-context culture that views work as the center of their lives.

Emotions in the workplace are considered unprofessional and are always controlled, and " people are dependent on verbal communication and

less on the nonverbal cues to convey meaning.” (IOR Global Services, n. d). On the contrary, Mexico is a high-context culture and their business culture focuses on religious traditions, hierarchy, and most importantly family.

Based on Trompenaar’s Model, “ Mexico is a highly emotional culture that openly expresses their emotions in business settings and it an acceptable behavior.” (Colorado Technical University CTU, 2018). Communication wise, Mexicans are not straight forward like Americans. They imply and suggest what is meant, communicating is reading between the lines. Based on Mexico and the United States’ business culture I believe that the most effective management orientation style would be a geocentric approach. Our company would adopt the strategy of recruiting the most suitable persons for the positions based on skill and never based on nationalities. “ Companies that are truly global in nature adopt this approach since it utilizes a globally integrated business strategy.

” (What is Human Resource, n. d). This strategy will allow the use of each manager’s expertise for the accomplishment of NSD’s objective as a whole. Also, with a geocentric approach, employees will most likely not have a problem with having a sense of unfair treatment. I would anticipate barriers to communication between the United States and Mexico’s business culture and one good example would be misunderstandings in superior/subordinate relationships.

Because it will be a geocentric management approach, there will surely be Mexican higher ups assigned. As boss, he or she would want to feel highly

respected with as much privacy and power as possible. U. S bosses have those three aspects as well but the American culture is more casual.

“ Americans use first-names which denotes being liked and helps build trust; Americans are uncomfortable with hierarchy and class system, they share information freely and bosses often have an “ open-door policy.” (IOR Global Services, n. d ).

The way to overcome communication barriers include educating the entire staff of the cultures they are exposed to in the business through training, simulations, or even direct interaction with the opposite country.