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Kasetsart University

Needs Assessment of an Intercultural Business Communication Training Course of Thai Professions: Management vs Non-management perspectives

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Outline:

1. In Brief

2. Needs Assessment

3. Intercultural Business Communication

4. This Research

1. In Brief

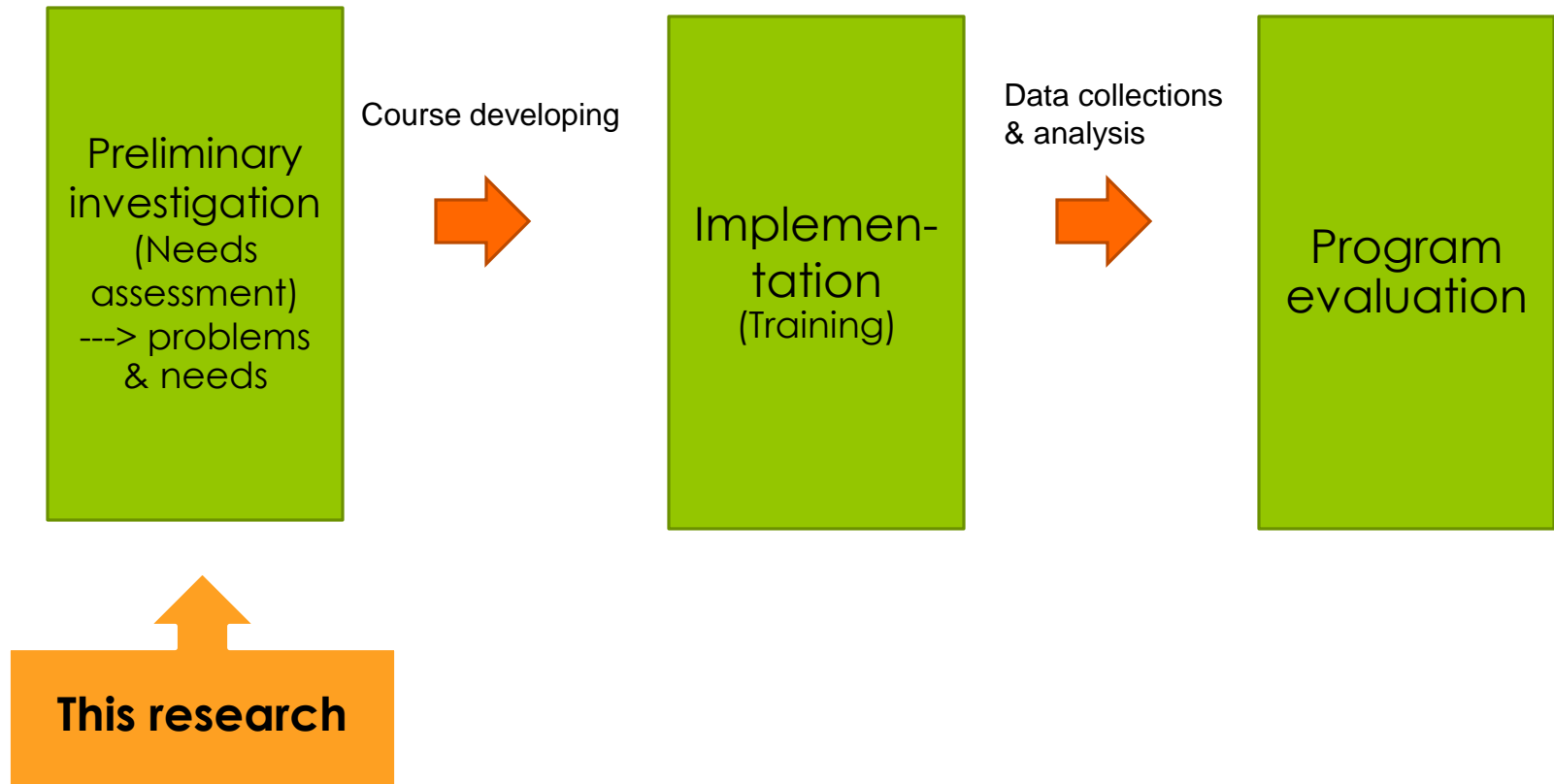
This presentation is a part (preliminary) of my dissertation.



**Developing Intercultural business communicative competence of
Thai professions: ASEAN and global business**



Research overview



assess

- **Identify** needs as gaps between current and desired results.
- **Analyze** needs and potential solutions
- **Decide** which course of action will best achieve desired results

plan

- analyze
- design

act

- develop
- implement

monitor

- Measure
- Learn
- Improve

evaluate

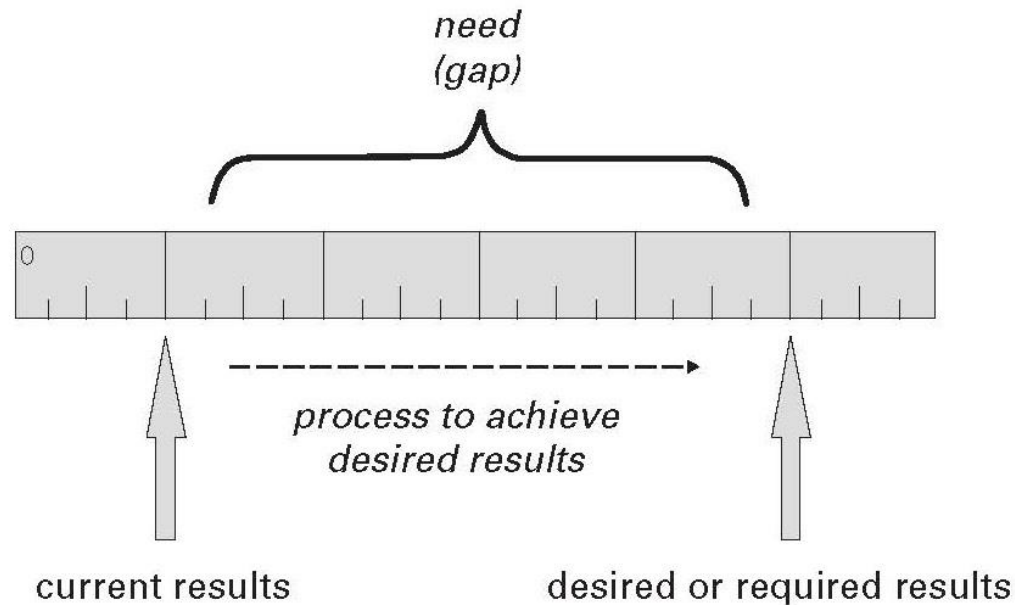
- Measure
- Learn
- improve

Needs Assessment within a Performance Improvement Framework
(Meiers, Visser, and Watkins, 2012)

2. Needs Assessment

What is need?

The gap between current and desired (or required) results, or (stated another way) the gap in results between “what is” and “what should be” (Greenberry, Trainer, and Watkins, 1996; Kaufman, 1994, 1996).



Source: Based on Kaufman, Oakley-Brown, Watkins, and Leigh (2003) and Watkins (2007).

Needs assessment vs. needs analysis

Kaila (2006, p.295): “The terms need assessment and need analysis are interchangeable, but they have the same meaning and purpose, to assess and to analyze.”

Kaufman (1994, 1996): “ Needs assessment and need analysis are not synonymous terms.”

A needs assessment is a prerequisite procedure for need analysis; the latter process is the means to identify the causes and reasons for the needs.

Based on the causes and reasons, appropriate interventions – such as trainings, job-aids, job-redesign, hiring procedures – to meet the needs are selected.

Needs assessment vs. needs analysis

Term	Definition
Needs assessment	A process to identify the needs and place them in priority order on the basis of what it costs to ignore it as compare to the value it adds to society and organization.
Needs analysis	A process to determine the reasons and causes for a need so that appropriate interventions maybe identified and later selected.

Source: Greenberry, Trainer, and Watkins (1996)

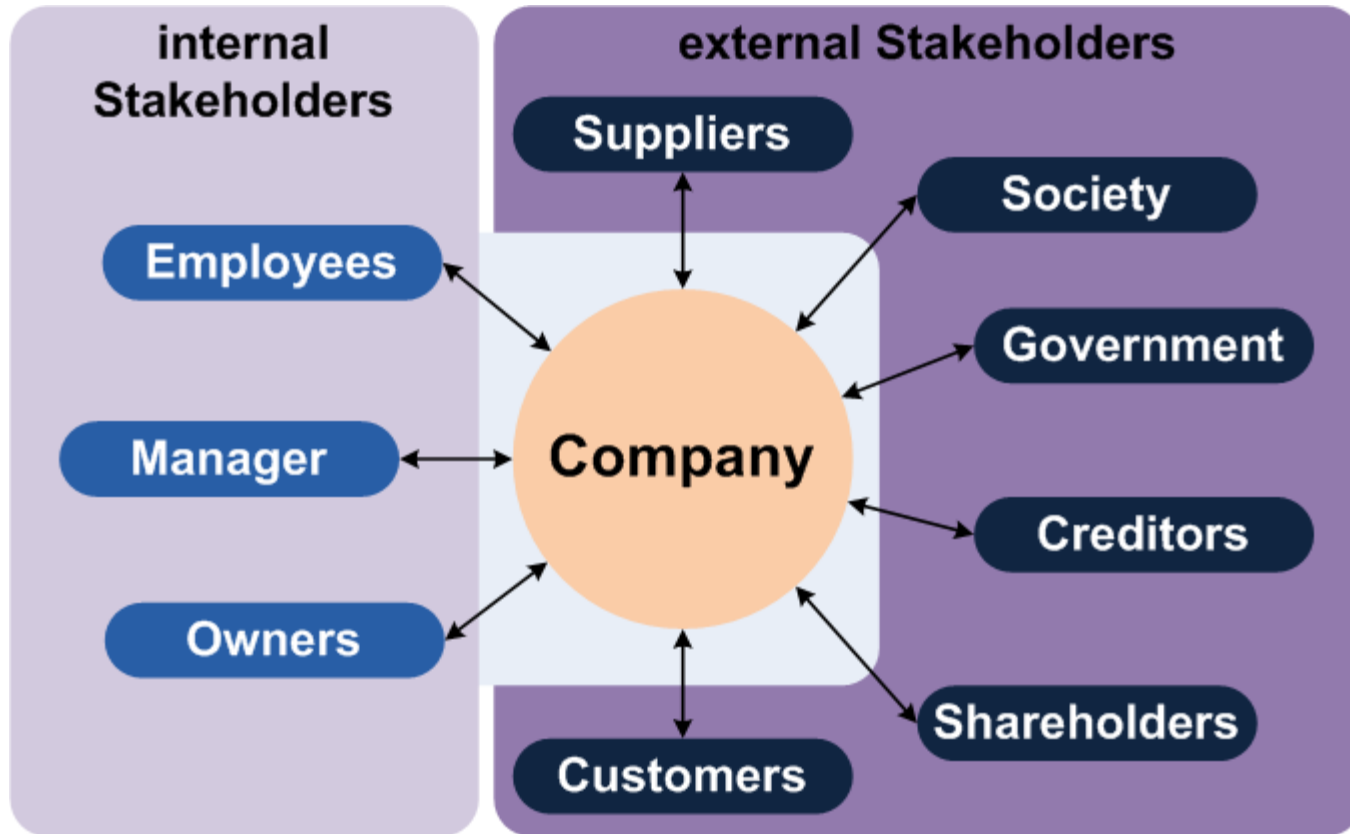
3. Intercultural Business Communication (IBC)

Cross-cultural communication	Intercultural communication
Compares communication in different cultures	Examines communication interactions between people of different cultures

Beamer and Varner (2008 p.33); Gudykunst (2003)

Intercultural business communication is communication by members of different cultures for business or workplace purposes (Beamer and Varner, 2008 p.37).

Thai profession contexts.



http://en.wikipedia.org/wiki/Stakeholder_theory

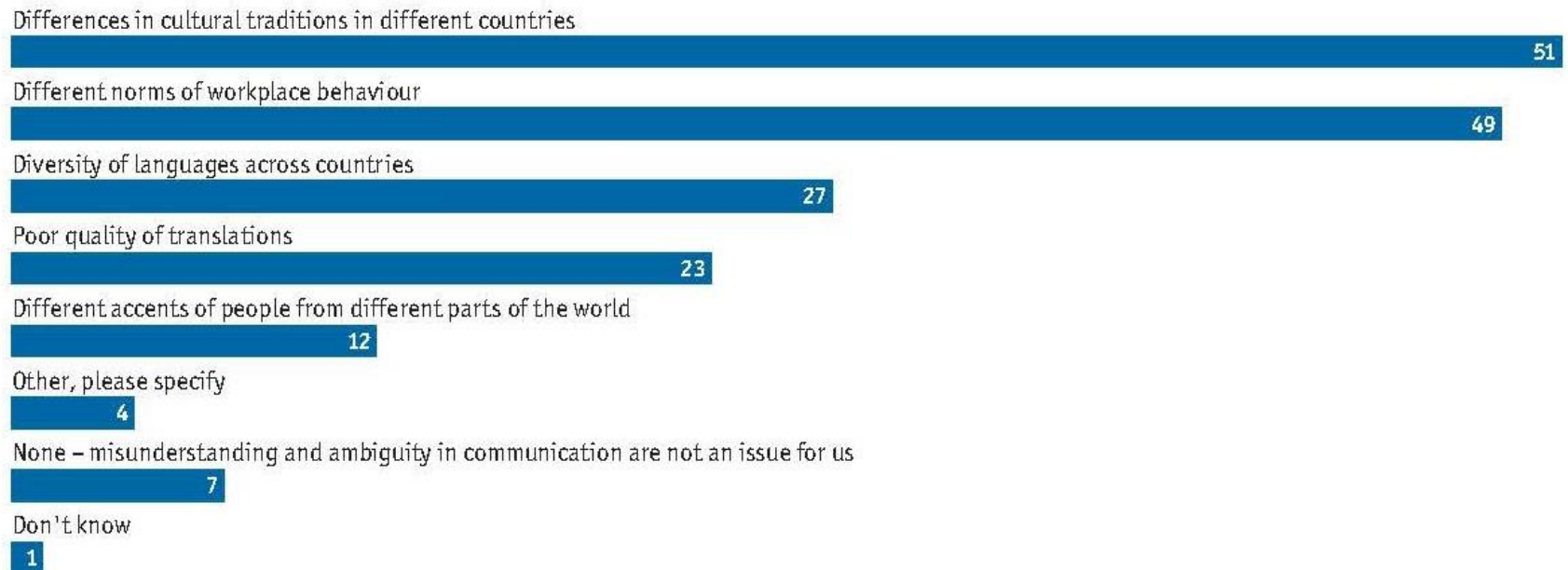
The Economist Magazine (2012)

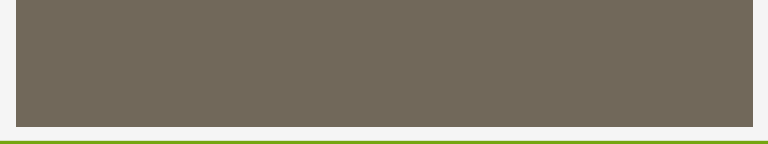


Sponsored by  **Corporate Language Learning Solutions**

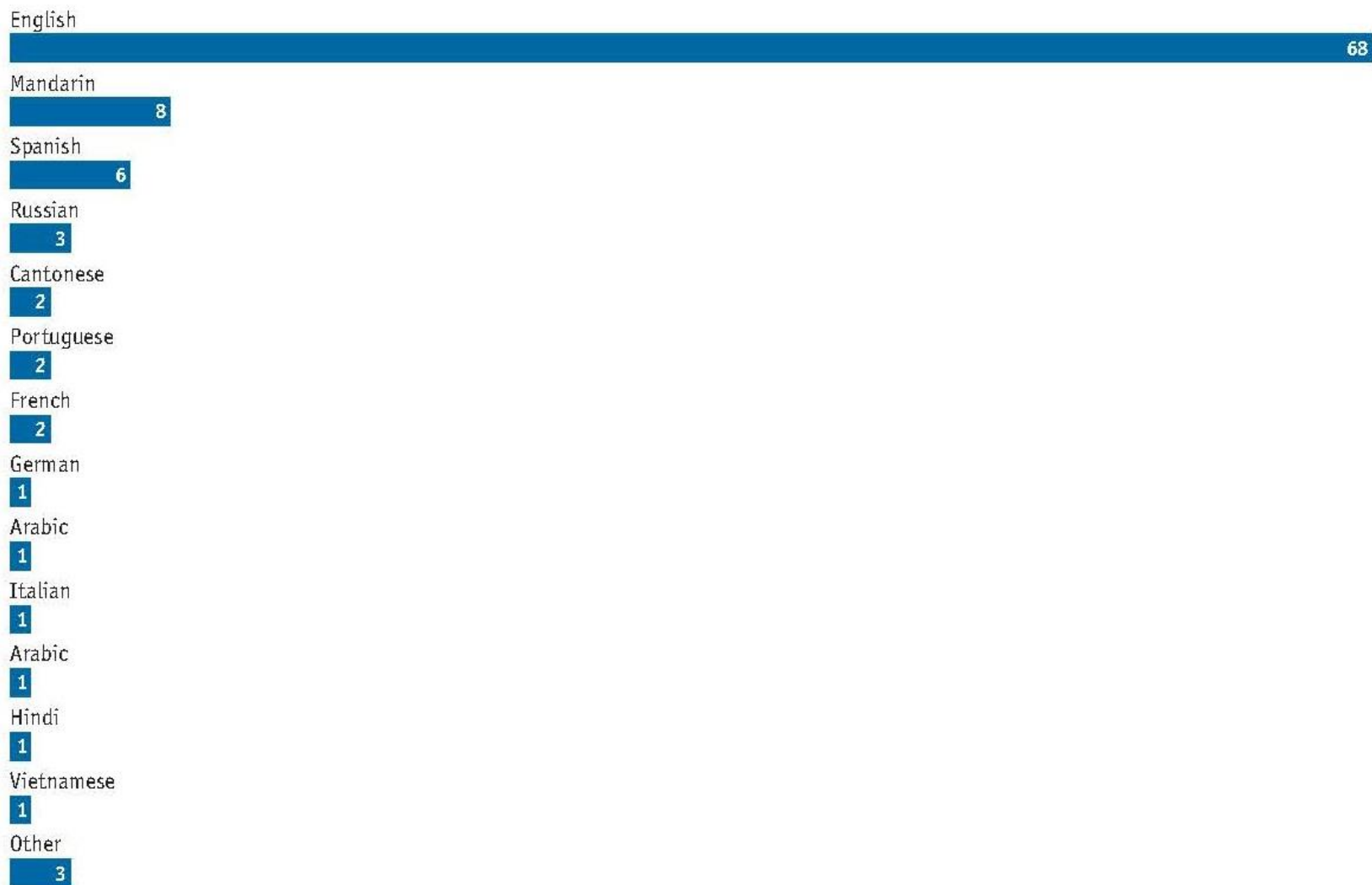
<http://www.economistinsights.com/sites/default/files/downloads/Competing%20across%20borders.pdf>

Of the following, which are the most likely to cause the greatest misunderstanding in cross-border communication for your organization?
Please select up to two options. (% respondents)



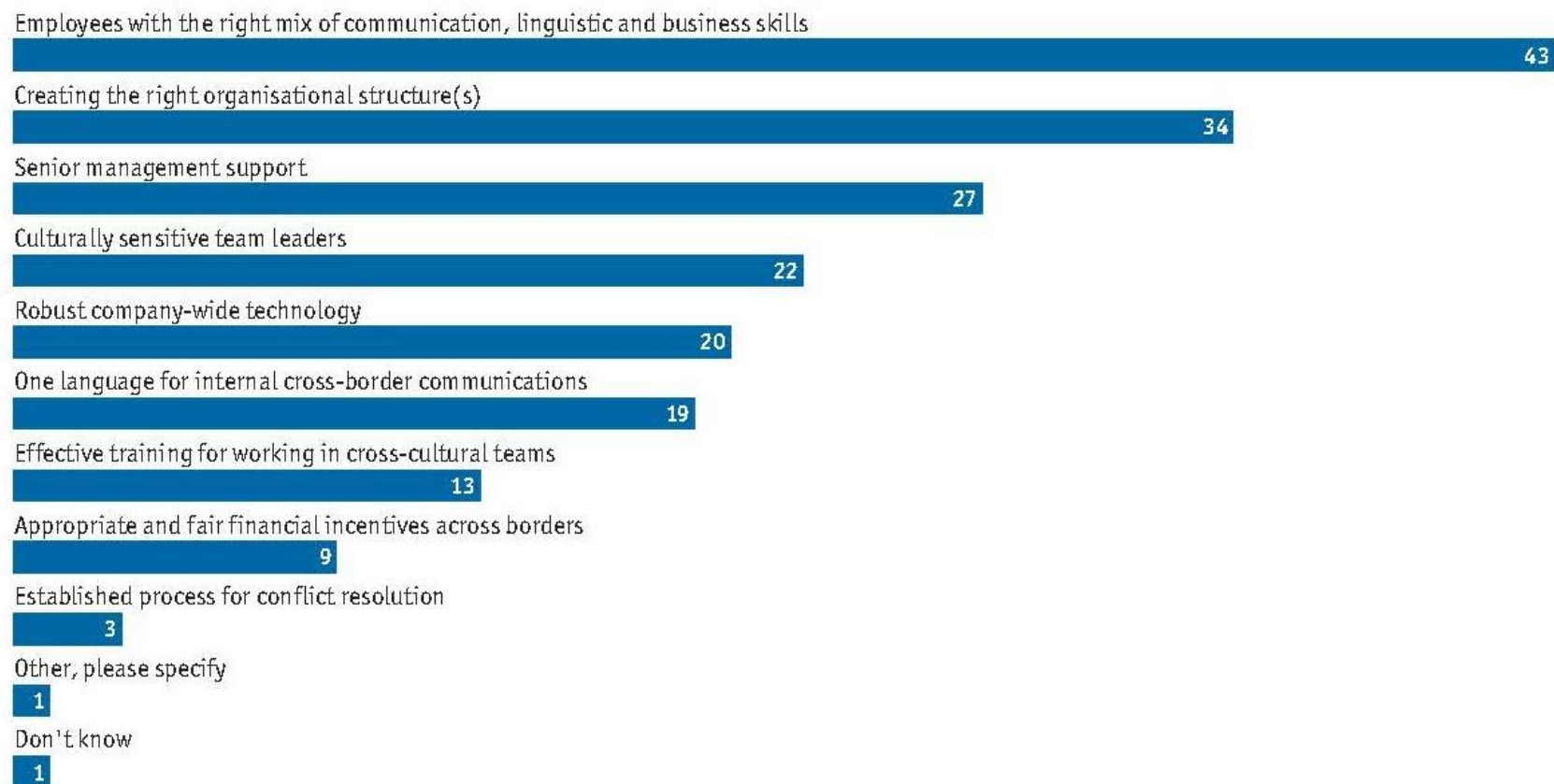


Which language, if any, will your company's workforce need to know to execute expansion plans in key overseas markets in the next five years (% respondents)



Which of the following would you say are the most important factors for effective cross-border collaboration within your organisation?

Please select up to two options (% respondents)



4. This Research

The research objectives

1. To identify the intercultural business communication problems of the Thai professions.
2. To explore intercultural business communication training needs of the Thai professions.

Definition:

Thai profession is the Thai citizen who is working in a business firm.

Research participants

11 Thai professions at Taiyang Industrial Co., Ltd.

➤ 6 managers

➤ 5 officers

Selected by purposive sampling.

Data collections

1. Questionnaires: 11 respondents

4 parts:

Part 1: Personal information (25)

Part 2: Intercultural business communication problems (62)

2.1 English: 4 skills (listening, speaking, reading, and writing) (10)+(1)

2.2 Cultural differences (10)

2.3 Business skills (11)

Part 3: English needs for intercultural business communication training course (14)+(1)

Part 4: Suggestions

2. Interviews

2.1 Key informant interview: Managing Director

2.2 Group interviews: 3 officers

Vital Findings:

- + Most of them (Both managements & non-managements) believe that their English proficiency are fair but insufficient for current work equivalent with their intercultural communication competence.
- + Mostly, they contact with non-native speakers of English.
- + English skill problems;

Speaking skill

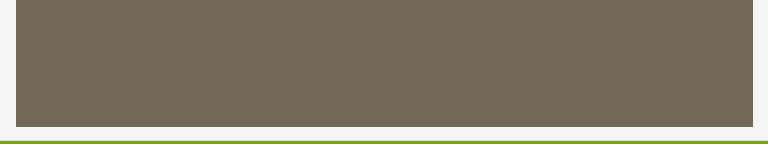
10 issues

Issue no.	Managements	Non-managements	Total	Rank
	Degree of opinion (\bar{x})	Degree of opinion (\bar{x})	Degree of opinion (\bar{x})	
1	3.67	3.60	3.64	3
2	3.67	3.40	3.55	5
3	2.50	3.20	2.82	10
4	3.67	3.00	3.36	6
5	3.83	2.80	3.36	6
6	4.00	3.20	3.64	3
7	4.00	3.40	3.73	1
8	3.83	3.60	3.73	1
9	3.50	3.00	3.27	9
*10	3.67	3.00	3.36	6
			3.446	

Statistical T-test: Different between managements and non-managements in issue no.10
“English speaking foreigners difficultly understand my English.”

Issues:

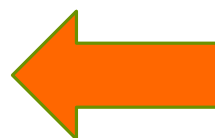
1. I find it difficult to give English presentation effectively.
1. I find it difficult to have a formal conversation in English appropriately.
3. I find it difficult when communicating with English speaking foreigners.
3. I find it difficult to explain my idea clearly in English.

- 
- + Listening, Reading and writing skills are problems for them and it is not significantly different between them.
 - + Culture differences are problems for their communications.
 - + Generally, they are good at business skills.
 - + Needs for English skills and training issues:

Training needs

Needs for English skills training

Rank of English skill needs	Total
1	Listening
2	Speaking
3	Writing
4	Reading



English skills (problem)

English skills	Degree of opinion
Listening	3.58
Speaking	3.45
Writing	3.34
Reading	3.08

Tanwapa (2008, p.33): “listening skill is the biggest problem of staff in export companies’ English communication”

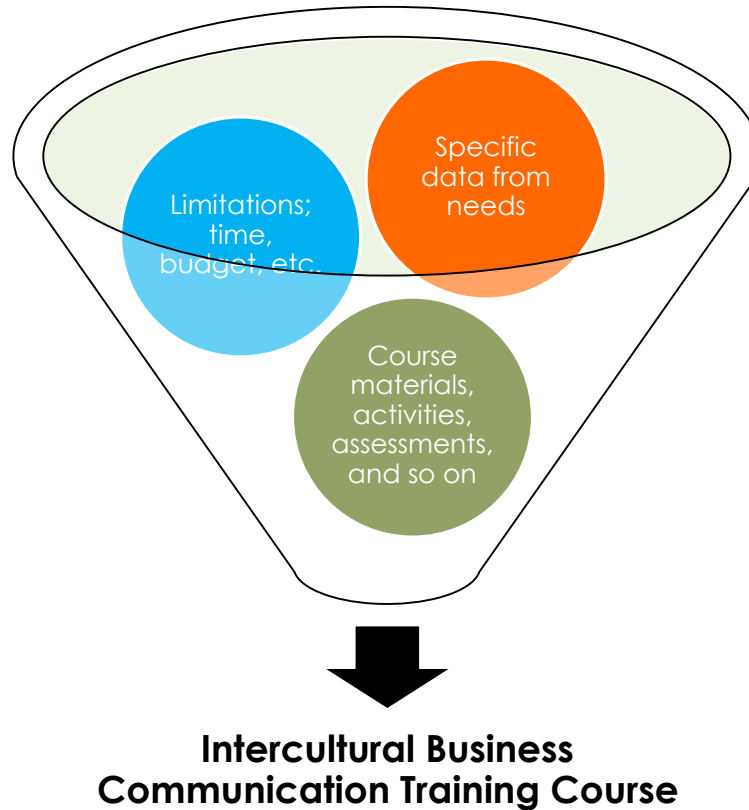
Rubin and Thomson (1994): “the listening is the most important of the language skills, since people spend approximately 60% of their time listening”

Needs for training issues

No.	Training issues
1	Theories and principles in intercultural business communication
2	Business culture of ASEAN and Asian countries
3	Globalization and intercultural business communication
4	Non-verbal communication in intercultural business communication
4	Intercultural business leadership and management
4	Intercultural business team building
4	Intercultural business negotiation
8	Intercultural business presentation
9	Intercultural business meeting
10	Business culture of European countries
11	Business culture of North America countries
12	Business culture of South America countries
13	Business culture of Arab countries
14	Business culture of African countries

Developing Training course

Major theme: integrated activities (English, cultures, and business communication).



Issues for designing intercultural business communication training course
Inseesungworn (2014)

Thank you for your attention!
Questions and comments are welcome.

Any further questions, please kindly contact

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