

Chapter 1 : Why Are Ethical & Etiquette Communications So Important in Business? | Bizfluent

business culture, etiquette and protocol in south korea If you are considering doing business in South Korea, or with a South Korean, it is essential to understand their culture and business etiquette to maximise your potential and avoid any unnecessary awkwardness.

South Korean Culture In a highly competitive business environment, it is more important than ever to understand the business culture of your target markets. Understanding business culture helps you to understand, anticipate and respond to unexpected behaviour. It also ensures that you behave in an acceptable way and avoid misunderstandings. The South Korean market is a favourite among foreign direct investors. South Korean society operates according to Confucian values. These state that people should respect authority, respect the collective, behave virtuously, work hard and learn hard, avoid extremes and live moderately. You will find that, if you can demonstrate these qualities, you will be more successful in your business relationships. South Koreans strive for harmony in their business and personal relationships. To prevent loss of face, they will avoid confrontation or will tell others what they want to hear rather than tackling issues head on. Some Westerners can find this approach confusing. Try rephrasing the question in different ways so you can compare the answers you get. South Koreans are very protective of their *kibun*, or personal dignity. If you threaten it, you risk being excluded from future decision-making, so be very careful in your business negotiations and always be respectful and mindful of *kibun*. Business Etiquette Relationship building Everything depends on personal relationships so it is important to spend time establishing a good working relationship and building trust with South Koreans. Sport, families and hobbies are all good topics of conversation. South Koreans may enquire about your personal life, in an attempt to establish your age and status, and to build a relationship with you. You should answer these questions honestly and openly, but without being boastful. Devote time getting to know your counterparts both professionally and personally. Work on developing your relationships just as you would your professional skills. Mix business with pleasure. Develop, sustain and grow your personal network. You will find being introduced to a company by a trusted third party, such as the British Embassy, more effective than going in cold " UKTI in South Korea can help you here. If you make a mistake in business, always own up to it and demonstrate what you are doing to put it right. Communication While many South Koreans are comfortable communicating in English, many talented and capable South Koreans are not. Accommodate your language to your audience. Speak in clear, basic English. Do not rely solely on verbal communication but reiterate your messages in writing. Cultural differences also influence communication. Traditional culture favours harmony rather than confrontation often causing Westerners to understand silence as acceptance. Ask questions from several directions to verify that the message has been successfully communicated. Your counterpart is unlikely to request clarification even if understanding is not complete. When making presentations, minimise words and maximise graphs, charts and visuals that can communicate across languages and cultures. South Korea is a country where things can happen extremely quickly. Same day response is the norm. Meetings You will need to book meetings well in advance and make sure you arrive punctually, even if your host does not. Your approach should be formal but friendly, although avoid making jokes as this could be interpreted as a lack of respect for your host. The top-down management style of South Korean companies means it is important to show respect for authority. Ideally, the most senior person in the team should enter the room first and greet the most senior South Korean representative. In general, you should introduce older people to younger people and women to men. Leaders should sit opposite one another around the table. Wait until these rituals have been completed to commence business discussions. Allow your counterpart plenty of time to express his opinion; avoid dominating the conversation but try to listen and understand what your counterpart is thinking. This is particularly true if your counterpart is weak at English. Handshakes A slight bow, followed by a handshake, is the preferred way of greeting somebody in South Korea. More junior personnel will bow first to their senior colleagues. You should wait for more senior personnel to offer their hand first. South Koreans prefer a softer handshake and, during the handshake, you may support your right forearm with your left hand. It is advisable to make direct

eye contact when addressing South Korean business professionals in order to show honesty and interest. A man greeting a South Korean business woman should wait for her to initiate a handshake, as some women prefer to bow instead. Never use your index finger to point at somebody. Body language Body language is an important way of showing respect towards someone older or a more senior person in South Korea, as is using their honorific title when greeting them. Keeping your legs straight and your upper body in a slight stoop denotes respect. You should also bow deeply when saying goodbye and say *Annyeong-hee-gaseyo*. Sneezing and blowing your nose in public is considered rude and sometimes funny. If you have to sneeze, try to make it quiet. If you do sneeze in front of somebody, make sure you apologise. Use both hands when giving or receiving anything including business cards, as it is regarded as polite. Attire South Koreans tend to dress appropriately for their work surroundings, as you would expect in the UK. Black, blue and brown-coloured suits are recommended. Tight skirts, low necklines and sleeveless tops should be avoided, as should shorts.

Hierarchy Hierarchy is an important concept in South Korean business. All South Korean relationships are hierarchical. Westerners are often surprised that they are asked very specific and even personal questions when they first meet a South Korean. Your counterpart is trying to determine where you fit in the hierarchy. Titles are hierarchical rather than functional in South Korean companies. Know your counterpart and how he fits within his organisation. Names and titles When addressing someone in business you should use their professional for example professor, doctor, engineer and honorific titles. Korean names are written Surname, and then Given Name. Often in communication with Westerners, the order is reversed to accommodate our culture. Initials and Anglicised names are sometimes used to facilitate communication with Westerners. While this is very considerate and convenient for Westerners, fellow South Koreans often will not be aware of the Anglicised name so may not know who is being discussed. Titles are very important among South Koreans and are used when addressing individuals. Women in business Although South Korean attitudes to women in business are changing slowly, it is still very rare for women to hold senior positions in South Korea. Consequently, the opportunity to work with a foreign company, with more enlightened attitudes towards equality, tends to be welcomed by many professional women in the country. Punctuality As has already been stated, you should be punctual for meetings and leave plenty of time for your journey to avoid arriving late. When engaged in a business relationship, you should ensure that delivery times are clear and that you act quickly to remedy any problems. Business cards You will need to have a good supply of business cards as it is customary to exchange these using both hands when meeting a business person for the first time. Your business cards should be translated on one side into Korean. Examine the card before putting it away, or place it face up on the table in front of you during a meeting. One good tip is to ask a question based on the information on the card. Avoid becoming visibly frustrated or irritated as this could insult your host. Be patient, but firm, allow plenty of time for negotiations and remain dignified throughout. Gift giving The culture of gift giving persists in Korea, particularly for formal meetings and meetings between very senior people. Also, when travelling overseas, taking a gift for your host and reciprocating is not uncommon. For working level business meetings, gifts are rare. However, hosting meals is expected. Giving small gifts is part of the process of building a business relationship in South Korea. Items from the UK or your particular region will be especially well-received, as will items branded with your company logo. It is customary for South Koreans to refuse the gift once or twice as a gesture of humility. You should give and receive a gift with both hands. Gifts should be wrapped and it is customary to wait until the giver is out of sight before opening them. Gifts should always be reciprocated at the same level. Hospitality Hospitality is an important part of South Korean business culture. This is considered a great honour. You should always remove your shoes, and remember to point them towards the front door. Drinking Health consciousness has supplanted heavy drinking with golf and other pursuits, but eating and drinking remain important parts of relationship building, particularly among the over 50 age group and drinking is serious not casual. Serious drinking is done at night and is often a drawn-out affair demonstrating prowess and stamina. Often, key commercial information is revealed at the very end of a drinking session so one needs to be alert enough to catch the message. However, although drinking and dining relationships are still important, increasingly the specifics of deals and contracts are signed in a usual business style and situation familiar to Western firms.

Chapter 2 : Korean Etiquette Ethics Business Books by ditoyiba - Issuu

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Korean interpersonal relationships operate on the principle of harmony. It is important to maintain a peaceful, comfortable atmosphere at all times, even if it means telling a "white lie". Nunchi is accomplished by watching body language and listening to the tone of voice as well as what is said. Naming Conventions In South Korea names operate in the reverse of Western cultures; Family name surname , a second family name shared by all of that generation, and finally their given name. It is considered very impolite to address a Korean with his or her given name. They should be addressed using their professional titles, or Mr, Mrs Etc, until permission is given otherwise. Koreans enjoy Western gifts and items so be prepared before leaving home If giving gifts be sure to wrap and present them in an attractive way. If given the seat of honour looking at the front door it is polite to demonstrate a slight objection Elders are served first and begin the dining process Food and dining are important parts of Korean culture and are used to build relationships. Women often pour for men but not for other women. On occasion you may be asked to sing a solo after dinner. This is a symbol of death and is reserved only for writing the names of the deceased. It is considered unlucky and suggests you wish death to the recipient Do not use the number four if at all possible “if giving gifts, do not give four of something. Korean culture is profoundly influenced by Confucian principles and this pervades not only personal lives, but also business. Confucianism supports group harmony, respect for elders and authority, the importance of family, friendship and ancestors, and also, tradition. Kibun equivalent to face, or honour is highly significant to Koreans and they will always attempt to maintain their Kibun, or personal dignity. Confrontation is to be avoided at all cost as once Kibun is lost it cannot be regained. In South Korea, good relationships are crucial to success both in personal and business circles, and these are assimilated within the business world. To make the most of your business acumen you must also appear trustworthy, honourable and respectable in a social and business setting. Korean business is founded upon relationships; even large corporations are often family managed with members still acting in executive positions. The Confucian principles regarding respect for age, family, rank and tradition have ensured the continuance of this system. There have been recent calls for reforms, due to economic downturns, in Korea but this will take time due to the entrenched systems in place. Alongside the formal power structures in place within a company one must learn to recognise, and assess, the informal structures which may be based on long-standing family ties, personal relationships and allegiances. Insight into these practises will ensure a greater comprehension of Korean business etiquette. Dress is conventional and conservative for both women and men Dark suits, white shirt and tie are accepted as the norm for men Suits, dresses, or blouse and skirt are acknowledged for women. Trousers are not generally worn for business Women should avoid sleeveless, tight-fitting garments Colours should be understated and traditional Good quality accessories are accepted Be aware that winter can be very cold, and summer very hot, in South Korea Titles As discussed previously, Koreans have three names; they are used in order of surname, generation name, and then given name. We hope you found it useful. If you have anything to add to our country profile please contact us as we are keen to ensure accuracy. You have 3 minutes to complete it - go on, test yourself! The page document has been authored by one of our South Korea country specialists and provides readers with much more detail than our free guide above. Order via the button below to receive your South Korea Insight in seconds or read more before buying!

Chapter 3 : Korean Business Etiquette and Practices

Business Practices and Etiquette. First Meetings. When meeting a Korean business person for the first time, it is best to be introduced by a third party, rather than.

The Koreans consider themselves to be one family and they speak one language. They have a strong cultural identity. The Korean language is spoken by 65 million people living in or near to South Korea. Elsewhere in the world 5. The language is very different to any Western language in terms of the grammar and the pronunciation. Whereabouts you are in South Korea will determine the dialect spoken. The Seoul dialect, is understood and spoken by almost everyone. Written Korean The way Koreans write is surprisingly easy to learn and understand. It is a unique phonetic writing system called hangul. The writing system uses sounds, stacked into blocks that represent syllables. The system was designed by a committee it looks when you first glance at it like it is predominantly right angles and small circles. It is very logical and so you may find you can start to recognise elements. These are still occasionally mixed into text but are becoming less common. These days, hanja are mainly used for making words less ambiguous – if the meaning is ambiguous when written in hangul. Hanja are also used to mark newspaper headlines, Korean chess pieces, as well as personal names on official documents. The goal here is to avoid embarrassment of yourself or of others. The Koreans go to great lengths to avoid or smooth out any embarrassing situations. If an uncomfortable situation occurs the likely Korean acknowledgement or action will be an uncomfortable smile. There are some elements of conduct in South Korea that you may find disrespectful but remember it is all part of the culture. For example it is not usual to thank someone for holding open the door. Additionally it is not usual to apologise if you bump into someone. One thing to be aware of though is that if you dress in a brazen way and the circles you are moving in are not dressing in the same way it will be frowned upon. Korea is a land of strict Confucian hierarchy and etiquette is important. If you learn and observe some of the local customs and cultures it will be much appreciated. Following some of these cultural rules will impress the locals: When meeting it is typical for Koreans to bow to each other as a sign of respect: With people that you know well a nod of the head and the Korean equivalent of hello will suffice. It is a custom to take off your shoes in houses and in many traditional Korean restaurants so make sure you are aware of this convention. An expected convention when interacting with older people is that if you are taking something from someone older always use two hands; if you have to use one hand, you can support your right arm with your left hand. Another convention is to support your right arm with your left hand when shaking hands with somebody older. When meeting for the first time, older Koreans may ask about your age, your job, and your education. They may also ask of your parents careers. If you do not want to talk about these subjects you can politely give short answers and move the conversation along. Koreans in general have strong nationalistic views and as with most countries it is advisable not to bring up any historical events make negative comments about anything culturally in Korea. When dining with Koreans, the oldest always eats first. It is common to hear people talking loudly in restaurants, as a sign of being happy and enjoying the food. Remember never to pour your own drink, but do pour for others. Also, if you notice the slurping of noodles this is actually expected. It shows that you enjoy the food and you are appreciating the cooking. Money if given as a gift is placed in paper or an envelope. Religion Swastikas are commonly seen in Buddhist temples. This is a religious symbol to the Koreans and does not represent Nazism or anti-Semitism. Business meeting advice if doing business in South Korea First Meetings It is common that when meeting a Korean business person initially you will be introduced by somebody rather than introducing yourself. Bows may or may not take place but handshaking is now commonplace. It is definitely expected that at an initial meeting business cards will be exchanged. Role level and rank play a central part in hierarchy within Korean business so here the business card is important as is confirming your title so that status and rank can be understood. Koreans generally prefer to deal with someone of the same rank or level as themselves. Earlier we mentioned how to take things in terms of your hands. Use two hands when presenting and receiving a business card. If that is not possible, use your right hand and support your right elbow with your left hand. A business card needs to be treated as an extension of the

person. Be sure to read it carefully and then place it on the table in front of you. It is seen as disrespectful to put it straight into your pocket and definitely do not write on the business card. Business Meetings Most business meetings are scheduled mid-morning or mid-afternoon. You must make an appointment in plenty of time so ideally a couple of weeks before you wish to meet. Punctuality is important as it is a sign of respect. You must call ahead if you will be late. It is also not unusual for Korean executives to cancel appointments with little or no notice. The cancellation may genuinely be due to an unexpected situation. However if you realise that this has happened before it may be that they either need to delay the business or that they are not really interested. Like in any country it is important to be savvy and read between the lines a little. Gift-giving is very normal when doing business in Korea. Gifts are given at the first meeting to build relationships. Wait until the host has presented his gift and use both hands to accept it. The gifts given should be of similar value, with the gift of greatest value going to the most senior person from the company within the meeting. Contracts are seen as needing to be flexible by the Koreans. However, you may want to make sure to also know their Korean name for after the meeting. The decision making process in Korea is done collectively and therefore may take more time than you may be used to. You will need to be patient. The reason being Koreans worry that foreign businesses are only there to make a quick profit and run so it is important to demonstrate long-term commitment to the relationship. Koreans business people devote a great deal of time and energy into getting to know the people with whom they are dealing in order to build long-term relationships. Management advice, when managing South Korean employees This section will be particularly helpful if you are relocating to South Korea and intend to work. There are a number of factors to have in mind when you start managing South Korean employees. There are strict rules that you must be aware of in order to make your employment a success. You must always retain a formality in the way that you manage people. Additionally, anyone older must be treated with great respect. You will also be expected to take genuine care beyond the workplace for your employees. In South Korean companies people have very distinct roles. The most senior business people make the decisions and these filter down the chain. The rest of the staff then execute the decisions in a practical sense. It is important to remember this dependant on what level you are going into the business at. The older manager is seen as a family member and so is treated respectfully, and in return the member of staff is given support at all times. Etiquette and social etiquette are also very important. A younger person would not usually manage older people and somebody with a lower social position would not usually manage somebody with a higher social position. These are useful conventions to remain aware of. As previously stated you have to be patient. Another thing to point out is not to include triangles in anything you are doing with your team, as they are a negative in Korean culture. Also do not use high pressure tactics in order to set yourself up for success. Our Korean translation experts have the knowledge to assist you with your translation needs. Contact us for more information or a quote today.

Chapter 4 : South Korea - Language, Culture, Customs and Etiquette

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Chapter 5 : Korean Etiquette Ethics Business Books by yujuw - Issuu

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Nonetheless, it is still very Korean and it is imperative that any American doing business in Korea realizes that Seoul is not Los Angeles even though the latter, in fact, has a sizeable Korean community. Every year Korea becomes more and more modern, but it is important to recognize that modern does not equal Western. Koreans will not expect you to be an expert on the nuances of their culture, but they will appreciate a show of interest in matters that are important to them. Though Koreans have transitioned greatly into Western society, the traditional ways of thinking in many areas are still practiced. Koreans have a great respect for the family and hierarchy. Among the older generation, the father is the primary wage earner, while the mother stays at home. Due to changing social mores and economic pressures, the necessity for families to have double incomes is rapidly growing in Korea. Although fathers are the primary income earners, in the majority of cases, salaries are entrusted to their wives and most day-to-day consumption decisions are at the discretion of the female spouse. US companies may wish to take into consideration these traditional family roles when marketing to Korean consumers. Even though there are incremental changes in Korean attitudes and women are making progress, women professionals at the highest levels are still very rare. In Korean companies, the majority of working women, many with top university degrees, are still relegated to secretarial jobs, accounting or educational work. Many qualified women welcome the opportunity to work as a professional with a foreign company whose attitudes toward gender equality and professional respect and responsibility prevail. Koreans still have a great respect for anyone senior in age, and intuitively establish their hierarchical position relative to others based on age. Indeed, one of the fundamental principles of the Korean language is based on the plethora of verb endings, which indicate the level of respect accorded to another person. In addition, a man generally receives more respect in the business world than a woman, though foreign businesswomen especially, non-Asian looking women are accorded almost an equal amount of respect as foreign businessmen. Single women generally receive less respect than married women whose ties to their husband oftentimes establish their position in society. The American businessperson, as a foreigner, is generally exempt from the above societal classification system, although one should be prepared to answer questions that Koreans may regard as common to establish societal hierarchy but which foreigners may regard as personal, such as questions about age and marital status. Americans should be ready to mix business with social life as the Koreans base their business relationships on personal ones. The heavy drinking of the Korean alcohol, Soju, beer, scotch, or other liquor is commonplace in establishing a personal, business relationship. Also commonplace is the "no-rae-bang" where a group of businesspeople go to an establishment to drink and sing along to a video machine playing music. As most no-rae-bang machines come equipped with songs in English, a businessperson may want to be prepared to sing at least one song in order to gain social favor with their Korean counterpart. Because of the Japanese colonial period, Koreans have an emotionally intense reaction at times to things Japanese, though there is an admiration for Japanese business acumen. A businessperson should show great respect towards Korean society. Any comparative mention of Japan versus Korea, where Japan has the upper edge may harm a business deal. Korea still observes Confucian ethics based on strong ties to a group. Whereas an American may think in individual terms, i. For this reason, the majority of Koreans are intensely patriotic, calling Korea by the term, "oo-ri-na-ra", "our" country. In order to close a deal when negotiating, the benefits for the group, whether for the company or country, should be emphasized. For Koreans, relationships are all important. Koreans want to do business with people with whom they have formed a personal connection or whereby a mutual intermediary has made an introduction. The exchange of business cards is very important and a means by which Koreans learn about the name, position and status of the other person. Koreans observe a very strict hierarchical code whereby Koreans will generally meet to discuss business with persons of the same, parallel rank. It is a sign of respect to receive and present items with both hands, followed in business etiquette by passing and receiving a card with the right hand. One

should never give a card, or anything else for that matter, with the left hand as it shows disrespect. For historical reasons, Chinese characters, which Koreans can generally understand, are regarded as more sophisticated. As such, a business card written in Chinese characters can serve for a business trip to Korea, China, and Japan. Negotiating style is particularly important. Your offer may include the best price, technology and profit potential but still be turned down because the Korean customer does not like your style. An important point to keep in mind concerns the nature of reaching an agreement with a Korean firm. Westerners attach great importance to a written contract that specifies each detail of the business relationship. Koreans, on the other hand, value a contract as a loosely structured consensus statement that broadly defines what has been negotiated, but leaves sufficient room to permit flexibility and adjustment. The Korean Government has attempted to address this dual perception by formulating "model" contracts for licensing technology and other arrangements. Both parties must be assured that the obligations spelled out in a negotiated contract are fully understood. Most Koreans have three names. These names usually follow the Chinese pattern of a surname followed by two given names. In a Korean household, all brothers and sisters have the same last name and a common given name; the only distinguishing mark is the remaining given name. In addressing Koreans, foreigners should observe the use of surnames e. Lee , using formal titles if possible e. The most common last names are Kim, Lee, and Park. In the use of formal titles as appropriate, one should always be familiar with the complete name, including the two given names, for identification purposes, as there may be several Mr. See how the U. Commercial Service can help you sell your products in Korea by going to our services link.

Chapter 6 : South Korean Culture - Doing Business in South Korea

The more serious the meeting (i.e. important business meeting, meeting future in-laws for the first time), the more respect should be shown. And in Korea, respect is all in the bow. Don't give one of those casual nodding style bows you give to the convenience store lady.

Most informal settings only require a small, short bow and a smile. Hand waves to say hi or bye are also quite common but are more casual. To make an even better impression, say hello in Korean. Just be cool and smile, and other people will too. These casual meetings are mostly true for younger Koreans. The older the person, the stricter the rules become. This also applies when saying goodbye. Although the culture around hugging is changing, hugging in Korea is generally reserved for couples or for close friends or family that are saying goodbye for a long while. Instead, if you want some skin, you can opt for the universally acceptable high-five ;. The more serious the meeting i. And in Korea, respect is all in the bow. Handshakes also commonly accompany bows. When calling other people, Korean etiquette often dictates the use of titles instead of names. Most of the time the titles are quite obvious i. What do I call him?! To those who enjoy the partaking of alcoholic beverages, this is wonderful news. To non-drinkers, it might result in a head-pounding makgeolli hangover the next day. In the past, you would be force-fed. But these days people are much more understanding. In Korea, glasses are refilled when the glass is empty. You can also leave the first glass unfinished. Although drinking is part of the Korean culture find out why drinking is so important here , people will understand.

Chapter 7 : South Korea | Etiquette, Customs, Culture & Business

Business meeting advice (if doing business in South Korea) First Meetings It is common that when meeting a Korean business person initially you will be introduced by somebody rather than introducing yourself.

Shaking hands is now common even among Koreans. A bow may or may not precede the handshake. The exchange of business cards is a vital part of a first meeting. The recent Western trend toward eliminating titles has created some problems for some companies when dealing with Korean businesses as Koreans generally prefer to deal only with someone of equal rank as opposed to someone of lower rank. Use both hands if possible when presenting and receiving a business card. If that is not possible, use your right hand and support your right elbow with your left hand. Business cards should be treated as an extension of the person. Therefore you should read it carefully and then place it on the table in front of you. Business Meetings It is important to make an appointment a few weeks in advance of a business meeting. Punctuality is important as it is a sign of respect. If you realize that you may be a little late, it is best to call ahead to say so. It is also not unusual for Korean executives to cancel appointments with little or no notice. The cancellation may be due to an unexpected and unavoidable situation. Gift-giving is a common practice when doing business in Korea. The gifts given at the first meeting are intended to acquire favours and to build relationships. Wait until your host has presented his gift and use both hands to accept it. The gifts exchanged should be of similar value, with that of greatest value going to the most senior person. To enhance communication and reduce the possibility of misunderstanding due to language, you may find it helpful to send written materials - brochures, marketing materials, proposals, etc. Contracts are seen as a starting point rather than as the final goals of a business agreement and as the parameter within which the working relationship will be conducted. However, you may want to make sure to also know their Korean name since, for example, Harry Kim may not be known as such among his Korean colleagues and trying to find a Mr. Kim is a Korean corporation is like looking for the proverbial needle in the haystack. It can help if you know his exact title and department. When interviewing Koreans, you may want to keep this characteristic in mind? In order to show respect, some Koreans still do not make eye-contact for any length of time when in the presence of an authority figure. However, this is changing and you should make direct eye-contact when addressing business professionals and clients, as doing so is expected and is interpreted as an indication of your honesty and interest. The decision- making process in Korea is done collectively and up through the hierarchy and therefore does take more time than you may be used to. Avoid criticizing someone in public, even if you have seen a Korean colleague do so. Criticism, especially of colleagues or Korean subordinates, should be conducted in private so as to reduce or prevent loss of face. You may also want to avoid opposing someone in public as this, too, can mean a loss of face. Try thinking of alternative ways of going about expressing your opinion or concerns. Business Relationships Once you have established contact with a Korean business partner or client, it is important to nurture that relationship. It is also common to give gifts to your Korean business partners to mark major holidays such as Chuseok Korean Thanksgiving and Lunar New Year. Christmas is another time when it is common to give gifts to clients and partner companies. Koreans worry that foreign businesses are only here to make a quick profit and run and therefore it is important to demonstrate that you have a long-term commitment to the market and to the relationship. Koreans business people devote a great deal of time, energy and money in getting to know the people with whom they are dealing in order to build long-term relationships. Your willingness to participate is often interpreted as a measure of your sincerity and commitment. People who went to the same school be it kindergarten, middle-school or university, share a special relationship.

Chapter 8 : calendrierdelascience.com - CS Korea - Doing Business in Korea

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With a population of over 51 million living in the relatively small nation of The Republic of South Korea , close quarters means that manners and respect are taken very seriously. This is an important fact to respect. Westerners are given some leeway with regard to the strict rules of etiquette observed in South Korea. However, in order to make the best impression, and to ensure positive future relations, the effort shown by adapting and conforming to Korean culture will be greatly appreciated by those you interact with. How to greet in Korean? The most important thing to realize going into a social situation is that there is a well established social hierarchy, and understanding it informs both a great deal of verbal, and non-verbal communication. In general, this hierarchy is based on offering respect to those who are older, or in superior professional positions. It is always best to be humble, and assume that who you are talking to is above you in the social hierarchy. Offering an excess of respect is far more acceptable than too little, and will be laughed off the same way your dad would make the terrible joke, "Mr. Smith is my father, Call me Jim. If meeting a group of people, address each of them in turn, taking care to acknowledge each with a slight bow. Handshakes are common, but wait for the eldest individual to extend their hand first. Greeting Customs Key Points: Over-politeness will never hurt. Use both hands when shaking hands. A polite bow is required; make a note of how deep the other person bows, then bow slightly deeper. Give them your full attention; do not be distracted during an initial meeting. Wait to be introduced by a third party at social gatherings. Aggressive friendliness is not encouraged. When leaving a group, bow to them individually, and thank them for their company. Korean hosts will be excited to introduce their food and culture to a foreign guest. You will be encouraged to try multiple dishes and you should accept each suggestion and offering eagerly. Picky eaters are not common in Korea and refusing to try something because it is new could be seen as a slight against the person offering it. Koreans are extremely proud of their cuisine and will be very interested in how a westerner reacts. Food and drink will be offered and served, no one should pour their own drink. Ensuring that older individuals are served first, a drink will then be poured to those who are younger. It is expected that all guests should keep the pace set by the eldest or most senior attendee. If possible, everyone should remain at the table until the most senior individual indicates that the evening is over. Never point with chopsticks or use them for anything other than their intended purpose. Chopsticks should be placed on the table neatly and sided by side when not in use. Do not leave them sticking out of a bowl of rice. This has symbolic connotations associated with funeral traditions. Tipping is not expected or warranted for the vast majority of establishments. Servers make a fair wage and do not rely on tips to supplement their income. A small number of western style hotels or restaurants may add a gratuity for large groups, however this is unusual. If you become a regular at a restaurant or bar, it is not uncommon to become friendly with the staff and owner. Small physical not monetary gifts can be offered to deserving staff in this scenario. Remember to serve others before yourself. Remove shoes when entering most restaurants, watching other guests and taking cues from them will help inform on the correct way to behave. Be respectful of the food and the establishment, complement the food that warrants it rather than criticizing other dishes. Be mindful of gestures made with cutlery, especially chopsticks. It is very important not to seem greedy or glutinous, the first offer of second helpings should be refused. Tipping is not required, except in certain rare situations. Follow the lead of those around you. Business Dress Etiquette Styles of male formal wear popular in Korea Korean professionals favour conservative and functional attire. For men, a dark suit and tie are recommended. Facial hair is tolerated for western visitors, however, among Koreans, it is considered dirty, and unprofessional. Other than wedding rings, it is unusual for men to wear any jewelry. For women, a conservative outfit is ideal, a business suit will never be the wrong choice. Be subtle with jewelry and accessories, South Korea s a nation that believes that less is more in this regard. In general, Korea has adopted western attire, and by dressing in a semi-formal manner, it would be hard for

anyone to get the wrong impression. Facial hair is considered unprofessional. Jewellery on women is acceptable, however body piercings other than earrings are not common. The Exchange of Money, Gifts, or Documents Gifts may be given in most arranged personal interactions. When giving or receiving any item two hands should be used, it is also advisable to fully acknowledge the person and not seem dismissive or distracted. A polite bow can punctuate the exchange will show thanks and humility. If you have been handed a business card, reciprocate with your own and examine theirs before placing in your wallet or purse. Make sure to treat the card carefully, and make sure not to write notes on it. Accept all gifts including business cards with two hands. Never write on a business card you receive. Upon receiving a gift, if it is wrapped you should open it later, a gift of equal value should then be offered in return. Thank you cards for gifts and dinners are expected and appreciated. Conversation Etiquette Guide At social gatherings feel free to make small talk, with sports, tv, and food all as safe topics. Refrain from criticizing anything related to Korea, and specifically Korean culture. Stay positive throughout the interaction. Korean people are very nationalistic and proud of their country, commenting on the success of the South Korean economy or recent sporting victories will be very well received. Showing an interest in their culture by asking questions is also a very good icebreaker. Do not be alarmed should salaries and other personal topics be discussed openly, this does not carry the same taboo as it does in North America. Respect the culture and actions of South Korea. Showing an interest in South Korean history, food, and politics will endear you to many. Very personal questions are often asked in initial introductions, do not be offended, only answer what you feel comfortable. This page was last updated on April 25,

Chapter 9 : Korean Manners and Etiquette: Do's and Don'ts of First Meetings – Seoulistic

The two keywords to end your "lesson" on Korean business etiquette with are 'Confucian values' and 'Kibun' (ê, °ë¶,). 'Confucian values' are still very much integrated in Korean culture.

Visual associations to learn the Korean alphabet in record time! Our 90 Minute Challenge will give you visual associations and teach you everything you need to know to be reading Korean in the next 90 minutes or less! Download Now By entering your details and checking this box, you agree to the terms of our privacy policy and to receive marketing emails from us about our product. We respect your privacy and will never share your information with third parties. By supplying your details and checking this box, you agree to the terms of our privacy policy and to receive marketing emails from us about our product. We respect your privacy and will not share your information with third parties. We will never share your information. Back when we were elementary school students, our teachers always encouraged us to make mistakes. After all, mistakes are how we learn, right? This goes doubly for embarrassing cultural mistakes. Many expats and visitors who are strong speakers of the language were able to learn Korean fast by spending lots of time with Koreans. Click here to learn for free in about 60 minutes! Hand Shakes Koreans follow a social hierarchy that is largely based on age. One way to do this is with the handshake. Koreans differentiate between using two hands for a handshake vs. One hand can be used by someone of higher rank to someone of lower rank, but not vice versa! Though this is what we may be used to in the West, this is one mistake to avoid in Korea. The same applies for receiving something that someone is giving you. If you want to show that you learn Korean customs fast, make sure that you accept items with both hands. That simple act will go a long way! Proper Pouring In Korea, drinking is often a part of the culture and you should never pour your own alcohol. If you become close with the other person over time or they are lower in the hierarchy than you, then you can use one hand. Learn and apply this Korean etiquette rule as soon as possible! Graham Hills Korean Etiquette 3: Be conscious of the colors that you are using, some people will be very superstitious. Evil spirits hate red ink, so it seemed like a good plan. If you want to demonstrate that you can learn Korean etiquette, stick to the other six colors of the rainbow when writing names. The safest way to handle this one is to ask that person how he or she would like to be called. Pregnant, Elderly, Handicapped Seating The mass transportation in Korea is some of the best in the world. People from all different walks of life use it, including pregnant women, handicapped people, and the elderly. In order to accommodate them, there are special seats exclusively for these people on the buses and subways. However, you should get up and offer your seat if you see someone who does. You can identify the seats by looking for pictures directly above the seating area depicting the profiles of the three groups. If you are trying to learn Korean, you can add this helpful word to your vocabulary flash cards: In many countries, one of the most annoying noises is to hear someone constantly sniffing and inhaling through a runny nose. Think back to your school days when there was that one classmate who you wanted to give a box of Kleenex to in order to soothe your own ears! For Koreans, that sniffing noise is not nearly as offensive or annoying. However, the act of blowing your nose is quite unpleasant for Koreans to hear. This is especially true at the dinner table! If you feel like you need to clear out your sinuses, best to excuse yourself and head to the restroom. Elder Eating Want to make a good impression at the dinner table? Likely your host or the dinner organizer will give you the green light to start chowing down, but better be safe than sorry. Your dining comrades will be impressed with your efforts to learn Korean manners. Once you know the Korean alphabet Hangeul , you should be able to pick up the basics quite quickly. If he says his name is Mr. Kim, then that is fine to call him that. However, be aware when he introduces you to his wife that she may likely not be Mrs. Korean outings, business meetings, and friendly get-togethers are invaluable. By going out with Koreans, you can gain a whole new perspective of what the country and social interactions are like. Business Card Handling When you exchange business cards at a meeting, your first instinct may be to put it in your pocket or to write some notes on it. When you first receive the card, take it with two hands. Look at it for a short time 5 – 15 seconds to read it over and show that you are putting effort into reading the card. This is one very important part of proper business etiquette.