

## CULTURE AS A BARRIER TO ENTRY FOR POLISH ENTERPRISES ON PEOPLE'S REPUBLIC OF CHINA MARKET: CONCEPTUAL MODEL

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### **Abstract:**

Polish enterprises perceive market of People's Republic of China as attractive, yet are not fully able to expand on it. Chinese business culture is often listed among numerous entry barriers on Chinese market. Conducted literature research had proven that culture is not only relevant barrier for foreign enterprises, but also affects other market entry barriers, yet no research was conducted describing role of Chinese culture as a barrier to entry for Polish enterprises. Main goal is to present conceptual model explaining which elements of Chinese business culture are key barriers to entry for Polish enterprises on People's Republic of China market. Central role is given to concept of guanxi and its three dimensions (ganqing, xinren and renqing), and their effect on Polish enterprises market entry result. Presented model is based on guanxi and international relationship outcomes model by Barnes, Yen & Zhou (2011). Conceptual model will be used for future research of culture as a barrier to entry for Polish enterprises on market of People's Republic of China.

*Keywords: Culture, Market Entry Barrier, Guanxi, International Business, GRX Scale*

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