

Cultural Differences in Negotiations and Conflict



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Cultural features in Negotiations



In Latin America it is indecent to negotiate between a man and a woman alone.



In negotiations with the Japanese, you should remember that they avoid saying the word "no". Even refusing the second cup of tea, the Japanese instead of "thank you, no" uses an expression that literally means: "I'm already so beautiful."

The role of the look



Japan

Direct eye contact is considered a sign of rudeness.



USA and Europe

It is very important to look directly at the client or partner

Distance between partners



**Europe and North
America**

usually at a certain
distance from each
other



**South America, Japan
or China**

it is unusual for people
to stand more than 1
meter apart from each
other and
communicate

Punctuality



**Western countries,
China and Japan**
people are very
punctual and do not
like when someone is
late



**South America, in
southern Europe and
the Middle East**
people do not take
punctuality seriously

Greeting



**Most businessmen
around the world**
greet each other with
a handshake

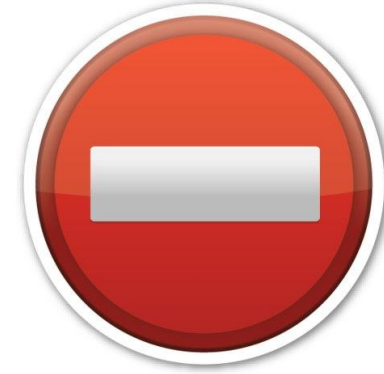


Hindu and Arab
it is impolite to begin
negotiations without
mutual bowing to
each other

Gifts



Japan and China
gift is part of the rules
for compliance with
business etiquette



USA and Europe
gifts are unacceptable
for businessmen



Russia in World and World in Russia

Germans and Americans noted that they often had difficulties in business negotiations with their Russian counterparts because the latter:

- poorly oriented to goals, considered problems either very abstractly, or overly focused on the details (sometimes both together);
- did not see alternatives to solve problems, did not compare different solutions;
- took unclear, "theoretical" decisions, not necessarily focused on implementation.
- sought immediate benefits, showing slowness and weak interest in determining more distant prospects;
- were not sufficiently proactive, they showed a tendency to avoid responsibility, to dump the decision "upward";
- preferred not to talk about conflicts openly;
- Strongly insisted on their positions, it was difficult to make concessions.

In turn, the Russian negotiators believed that their foreign partners:

- were inclined to belittle them by imposing their own way of thinking and acting;
- did not look at Russians as full partners, did not give them enough authority and responsibility;
- were extremely pragmatic, focused only on the benefits;
- Do not think about social goals.

Cultural Differences in Conflict



in the Japanese contracts, this paragraph is very common: "If in the course of execution of the contract conditions arise that create obstacles to the performance of contractual obligations of one of the parties, **both sides will sit down at the negotiating table and discuss** the situation that has arisen in order to change the existing contract"



Americans can not imagine how to sit down and talk quietly with a partner who does not fulfill his contractual obligations.



Chinese prefer more passive behavior styles, such as "compromise" or "compliance,"



British are more characterized by active styles such as "cooperation" or "competition."

References

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