

Week 5- cross-cultural negotiation and learning cultural practices

[Business](#)



Week 5- Cross-cultural negotiation and learning cultural practices This learning report refers to cross cultural negotiations, with specific focus on the Chinese form of negotiation (Graham, J, & Lam, N.) This has been specifically done, keeping in mind the increasing number of American-China business partnerships in the recent years, and the completely opposite cultural traditions of these two countries.

This case study looks at cross cultural negotiations and establishes the need to look beyond the superficial one page manual of what-to-dos, for the both the parties sitting at the negotiating table. I feel that it is indeed necessary for the people who are taking part in the negotiation to understand the culture and traditions of each other. It would help to establish a connection that would go beyond business relationships, thus creating long term bonds that would be advantageous in accomplishing a successful business negotiation.

The article here discusses the Chinese cultural values which are based on four threads. The first one is the strong community feeling amongst the Chinese. Next, is their laying stress on: Confucian ethics of morality; finding a compromise and a middle path, and their strong sense of hierarchy; the third thread relates to the holistic thinking process of the Chinese people; while the fourth thread is the natural wariness that they have towards all foreigners. There are other cultural beliefs, where the Chinese people work with middle men; attach importance to interpersonal connections and harmony; and their naturally thrifty nature and a preference for endurance often confuse and frustrate their American counterparts.

This case study has taught me that it is extremely important to learn

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thoroughly about the culture of the people that you will be negotiating and working with for many days. A simple manual of etiquette and a superficial note of what-to-dos, will not help to establish long term relationships, and more often than not, would lead to unsuccessful business negotiations.