

Cross-Cultural Negotiations: UK-China Strategic Partnership

Alisa-Ioana Mercar
2232340

Presentation Outline

- Introduction
- Definition of Culture
- Elements of Culture
- Cultural theory (Hofstede)
- Cultural differences (UK vs China)
- Negotiation strategies
- Importance of Cultural Awareness
- Conclusion

Introduction

- UK company seeking partnership with Chinese firm
- Cultural differences impact negotiations
- Culture influences behaviour and business practices (Hofstede, 2011)





What is Culture?

Culture = 'collective programming of the mind' (Hofstede, 2011)

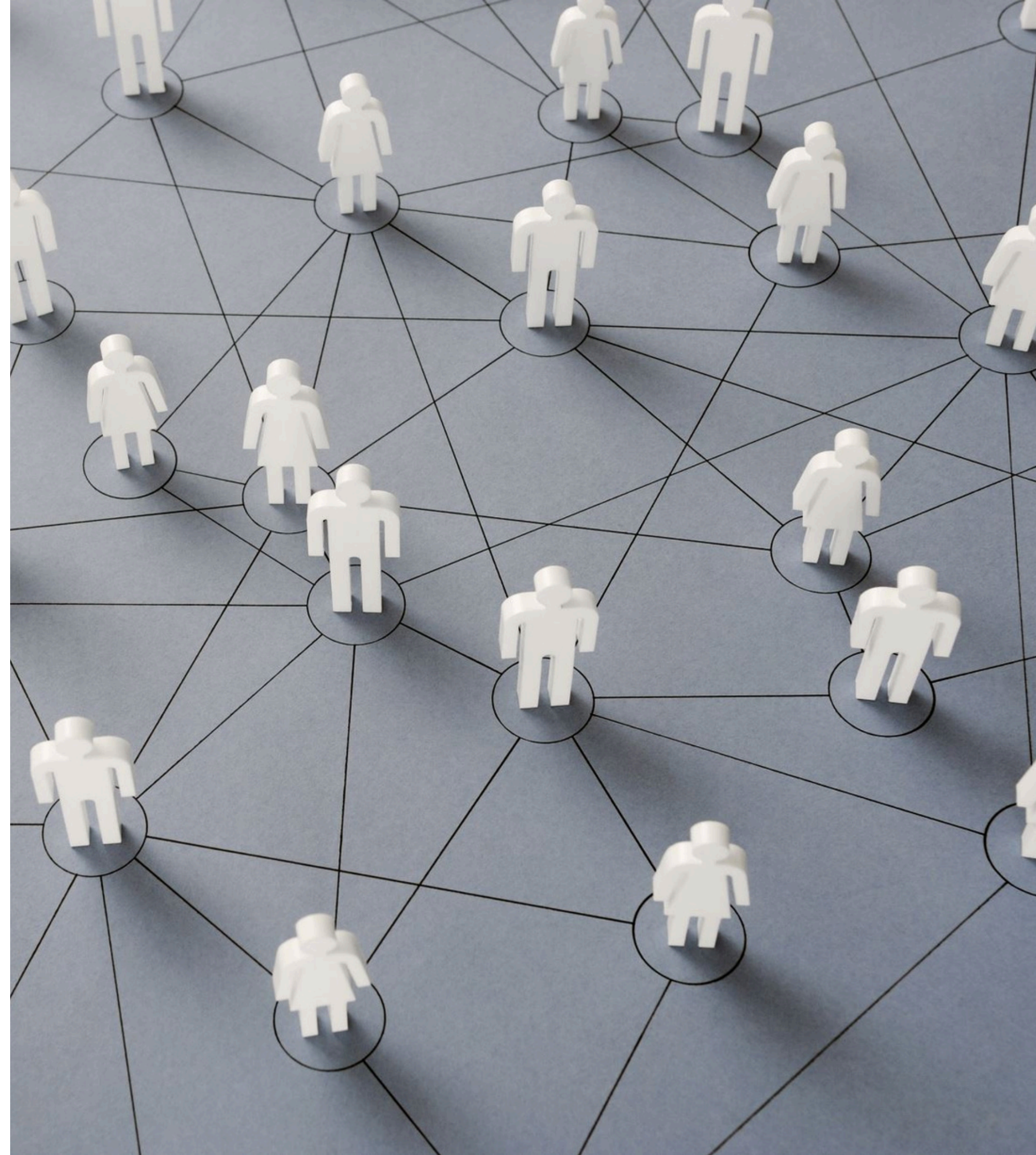
Shared values, beliefs and behaviours

Influences communication and decision-making

Elements of Culture

- Communication styles
- Social norms
- Values and beliefs
- Time orientation
- Power distance

These elements shape behaviour in business contexts (Hall, 1976, Hofstede, 2011)



Cultural Theory – Geert Hofstede



Cultural Dimensions Theory explains differences between countries.

Key Dimensions:

- Power distance
- Uncertainty avoidance
- Individualism vs collectivism

Communication Style



UK: Direct
communication



China: Indirect, high-
context communication

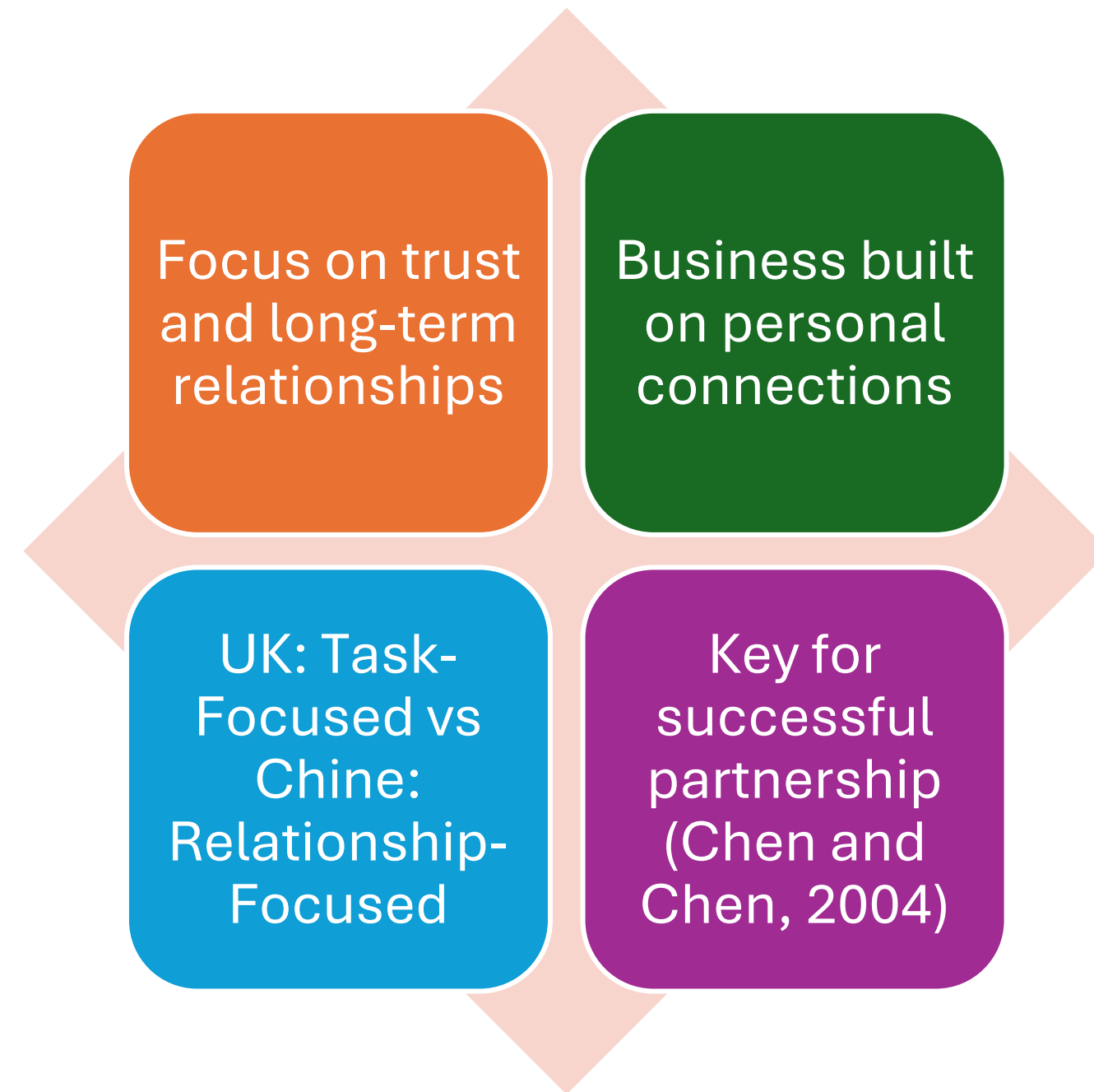


Meaning often implied



Risk of misunderstanding
(Hall, 1976)

Relationship Building (Guanxi)



Power Distance

China: High
respect for
hierarchy

UK: More equal
structure

Senior leaders
influence
decisions

Important cultural
factor (Hofstede,
2011)

Decision-Making Style

China: Slow,
group-based
decisions

UK: Faster,
individual
decisions

Focus on long-
term
outcomes

Requires
patience (Bret,
2017)

Strategies for Success

1

Adapt
communication

2

Build strong
relationships

3

Respect
hierarchy

4

Be patient and
flexible

Build Relationships



Invest time in trust-
building



Engage in meetings and
social interactions



Focus on long-term
partnerships



Improve negotiation
outcomes (Chen and
Chen, 2017)

Adapt Communication

1

Use indirect and respectful communication

2

Pay attention to non-verbal cues

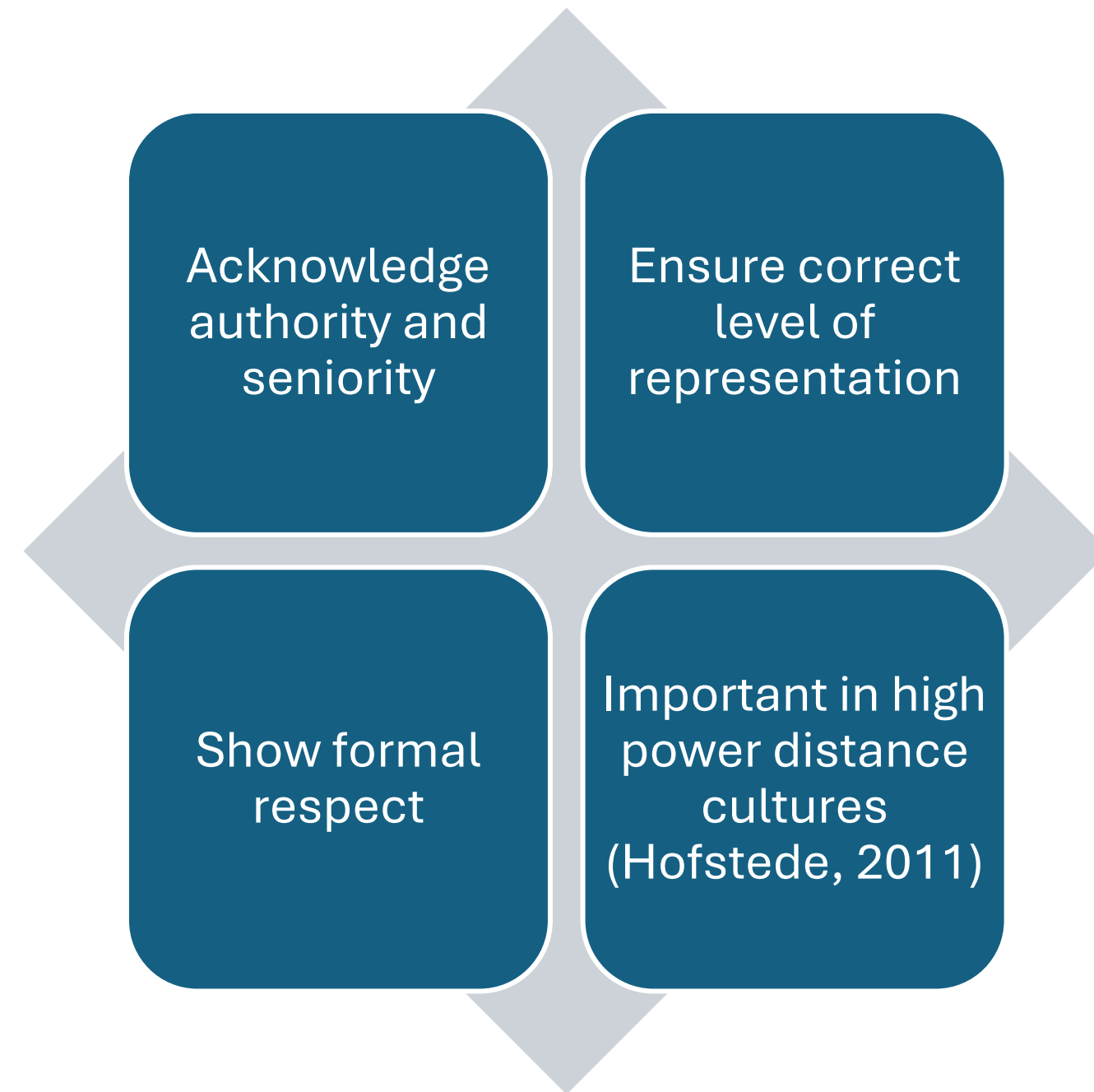
3

Avoid overly direct language

4

Align with Chinese communication style (Hall, 1976)

Respect Hierarchy



Be Patient

Allow time for
decisions

Avoid rushing
negotiations

Focus on long-
term success

Patience improves
outcomes (Bret,
2017).

Cultural Awareness and Adaptability

- Builds trust and strong relationships
- Reduces misunderstandings
- Improves negotiation outcomes

Essential in global business (Earley and Ang, 2003)

Conclusion



Cultural differences
impact negotiations



Understanding culture
leads to success



Adaptability is key to
long-term partnerships

Reference list

- Brett, J.M. (2017) *Negotiating Globally*. 3rd edn. San Francisco: Jossey-Bass. *Pacific Journal of Management*
- Chen, X.P. and Chen, C.C. (2004) 'On the intricacies of the Chinese guanxi', *Asia*, 21(3), pp. 305–324.
- Earley, P.C. and Ang, S. (2003) *Cultural Intelligence*. Stanford: Stanford University Press.
- Hall, E.T. (1976) *Beyond Culture*. New York: Anchor Books.
- Hofstede, G. (2011) 'Dimensionalizing cultures', *Online Readings in Psychology and Culture*, 2(1).



Thank you!



Any Questions?