

CROSS-CULTURAL NEGOTIATIONS UK & CHINA

Student name: Katarina Dydnanska

Student ID: 2247512

Module code: LCBB6023

Module name: International Business Communications

GET STARTED



TABLE OF CONTENT



- 1. Definition of culture and its elements**
- 2. Theoretical underpinning: impact of culture on business**
- 3. Key Chinese cultural elements to overcome**
- 4. Negotiation strategies for a successful UK–China deal**
- 5. Importance of cultural awareness and adaptability**
- 6. Conclusion**

DEFINITION OF CULTURE



Culture = shared ideas, beliefs, and actions of a group in a specific area



Includes visible elements (language, food, clothing)



Includes deeper, hidden elements that shape thinking and behaviour



Hidden cultural elements are more enduring and harder to understand



CULTURE IN INTERNATIONAL BUSINESS

- Culture shapes language, religion, and national identity
- Graham (1994): culture influences values, attitudes, and potential conflicts in international business
- Hofstede (1984) & Hall (1989): culture is “software of the mind”
- Cultural negotiations involve both obvious and subtle factors





THEORETICAL UNDERPINNING: HOFSTEDE

Hofstede (1998, 2001) identifies six cultural dimensions:

- Power distance
- Individualism vs. collectivism
- Masculinity vs. femininity
- Uncertainty avoidance
- Long-term vs. short-term orientation
- Indulgence vs. restraint

Impact: These dimensions shape how groups think, behave, negotiate, and make decisions.

THEORETICAL UNDERPINNING: HALL & TROMPENAARS

Hall (1959, 1989):

- Importance of space, time, and context
- High-context vs. low-context communication

Trompenaars & Hampden-Turner (1998):

- Universalism vs. particularism
- Individualism vs. communitarianism
- Specific vs. diffuse
- Neutral vs. emotional
- Achievement vs. ascription

Impact: Cultural frameworks influence ethics, risk-taking, negotiation style, and expectations.



KEY CHINESE CULTURAL ELEMENTS TO OVERCOME

- **Guanxi:** relationship networks and trust
- **Face:** reputation, dignity, avoiding embarrassment
- **Hierarchy:** respect for seniority and authority
- **Reciprocity:** mutual exchange and balance
- **Harmony:** avoiding conflict and maintaining good relations



Understanding these elements reduces misunderstandings and increases negotiation success.

NEGOTIATION STRATEGIES FOR A SUCCESSFUL UK-CHINA DEAL

- Prepare thoroughly: understand partners, context, and relationship history
- Build relationships: informal conversations help establish trust
- Adapt communication: explain ideas clearly, avoid direct confrontation
- Be flexible with agenda: allow Chinese partners to discuss preferred topics
- Allow time for decisions: use gentle check-in questions
- Show willingness to make concessions: reciprocity is essential
- Present difficult issues strategically (beginning or end)
- Provide cross-cultural training for negotiators
- Monitor progress and reflect on cultural alignment

IMPORTANCE OF CULTURAL AWARENESS & ADAPTABILITY

- Cultural differences can complicate negotiations
- Respect and understanding enable successful cooperation
- Cultural frameworks help decision-makers adapt
- Chinese negotiators focus more on social aspects
- UK negotiators prioritise business and procedure
- Awareness prevents mistakes and strengthens negotiation outcomes



CONCLUSION

- Cultural differences strongly shape negotiation styles
- UK and Chinese negotiators have distinct expectations and behaviours
- Recognising and adapting to cultural differences prevents misunderstandings
- Cultural awareness strengthens negotiation positions
- Adaptability is essential for achieving mutually beneficial results

REFERENCES:

- Graham, J.L., 1994. Negotiation strategies for managers: Combining East and West. Lexington, MA: Lexington Books.
- Hall, E.T., 1959. The Silent Language. New York: Doubleday.
- Hall, E.T., 1989. Beyond Culture. New York: Anchor Books.
- Hofstede, G., 1984. Culture's Consequences: International Differences in Work-Related Values. Beverly Hills, CA: Sage Publications.
- Hofstede, G., 1998. Masculinity and Femininity: The Taboo Dimension of National Cultures. Thousand Oaks, CA: Sage Publications.
- Hofstede, G., 2001. Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations. 2nd ed. Thousand Oaks, CA: Sage Publications.
- Schein, E.H., 2010. Organizational Culture and Leadership. 4th ed. San Francisco: Jossey-Bass.
- Trompenaars, F. and Hampden-Turner, C., 1998. Riding the Waves of Culture: Understanding Cultural Diversity in Business. 2nd ed. London: Nicholas Brealey Publishing