

CROSS-CULTURAL NEGOTIATIONS WITH A CHINESE FIRM: STRATEGIES FOR SUCCESS

NAME: LUDMILA ROSU

STUDENT ID: 2114963



Slide	Content
3	Introduction
4	Culture and its elements
5	Hofstede's cultural dimension
6	Chinese cultural elements to overcome
7	Negotiation strategies
8	Impact on business
9	Conclusion
10-11	References

INTRODUCTION

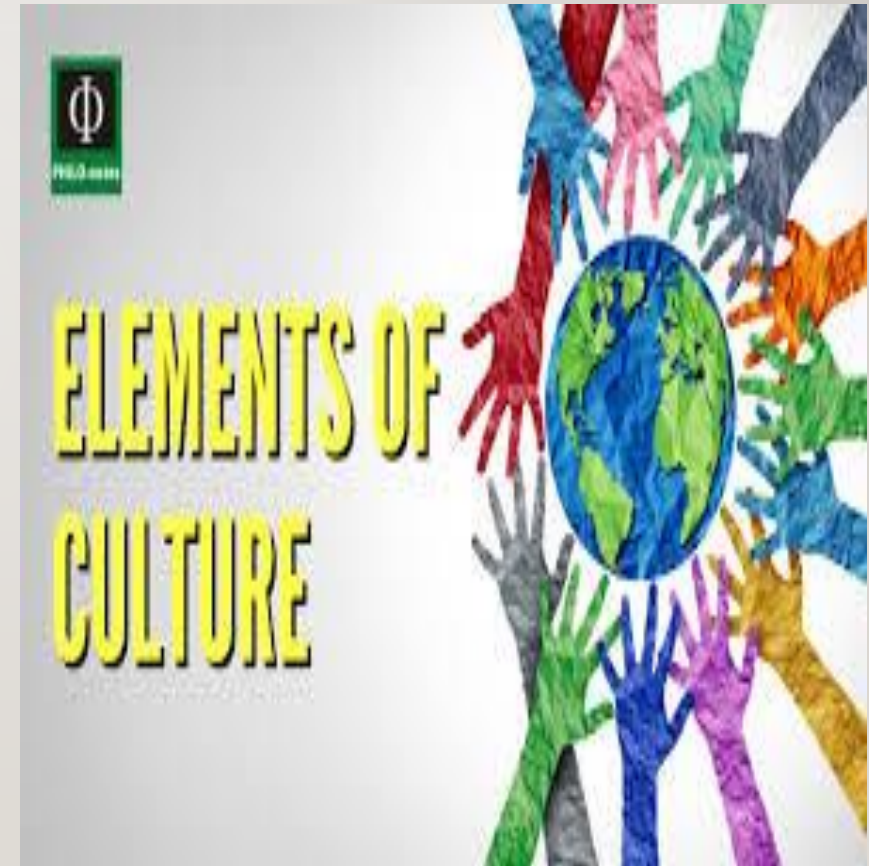
Company Unilever:

- Defines culture and its various elements
- Analyses Hofstede's Cultural Dimensions in relation to China
- Discusses the cultural elements based on the Chinese to overcome
- Discusses negotiation Strategies for a successful deal.



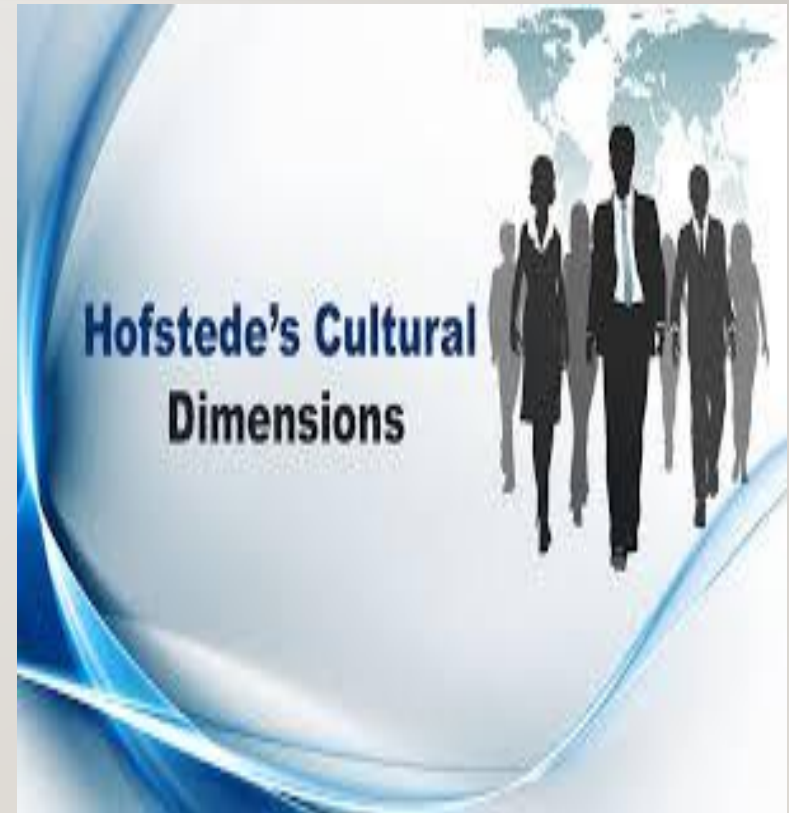
CULTURE AND ITS ELEMENTS

- Culture is a system of beliefs, expectations and purposes acquired through generations, imposed by the present members of a certain society, and transferred to the subsequent generations
- Cultural factors for Chinese business culture include: High context communication, collectivism and face saving.



HOFSTEDE'S CULTURAL DIMENSION

- Hofstede's cultural dimension defines the cultural difference between countries.
- Chinese cultural differ from the western culture norms according to Hofstede's cultural dimensions theory
- China stands among collectivistic countries.
- There is a well-defined order of power in China.
- People in China avoid the unknown and prefer order and procedures.



CHINESE CULTURAL ELEMENTS TO OVERCOME

- Indirect Communication
- Face and Respect
- Decision-Making Process



NEGOTIATION STRATEGIES

- Relationship Building (Guanxi)
- Patience and Flexibility
- Adapt to Hierarchical Preferences
- Face-Saving Techniques



IMPACT ON BUSINESS OPERATIONS

- Enhanced trust and long-term cooperation
- Improved communication and reduced misunderstandings
- Streamlined decision-making process
- Positive brand image and reputation



CONCLUSION

Expanding business with a Chinese firm succeeds only by:

- Appreciating the hierarchy authorities
- Building trust with help of Guanxi.
- Using more face-saving techniques



REFERENCES

- Alberici, C. (2016). *China in respect to Hofstede's Cultural dimensions model, lesson 10*. [online] sites.psu.edu. Available at: <https://sites.psu.edu/global/2016/10/29/china-in-respect-to-hofstedes-cultural-dimensions-model-lesson-10/> [Accessed 31 Oct. 2024]
- Dobrucali, B. (2020). The role of Guanxi on international business-to-business relationships: a systematic review and future directions. *Journal of Business & Industrial Marketing*, 35(7), pp.1125-1140.
- Hallowell, A.I. (2017). *Culture and experience*. University of Pennsylvania Press.
- Herrmann-Pillath, C. (2016). Fei Xiaotong's comparative theory of Chinese culture: Its relevance for contemporary cross-disciplinary research on Chinese 'collectivism'. *The Copenhagen Journal of Asian Studies*, 34(1), pp.25-57.
- Khlif, H. (2016). Hofstede's cultural dimensions in accounting research: a review. *Meditari Accountancy Research*, 24(4), pp.545-573.

REFERENCES

- Scroope, C. and Evason, N. (2017). *Chinese Culture - Communication*. [online] Cultural Atlas. Available at: <https://culturalatlas.sbs.com.au/chinese-culture/chinese-culture-communication> [Accessed 31 Oct. 2024]
- Scroope, C. and Evason, N. (2017). *Chinese Culture - Core Concepts*. [online] Cultural Atlas. Available at: <https://culturalatlas.sbs.com.au/chinese-culture/chinese-culture-core-concepts> [Accessed 31 Oct. 2024]
- Ting-Toomey, S. and Dorjee, T. (2018). *Communicating across cultures*. Guilford Publications.
- Witzel, M. (2016). *Doing business in China*. Routledge.
- Zhao, H.X. and Yu, G.F. (2017). Study on the differences of business etiquette between China and America from the perspective of cultural dimensions. *US-China Foreign Lang*, 15(3), pp.1-5.
- Zhou, K.Z., Gao, G.Y. and Zhao, H. (2017). State ownership and firm innovation in China: An integrated view of institutional and efficiency logics. *Administrative Science Quarterly*, 62(2), pp.375-404.