Misunderstandings in International Negotiations

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Economic integrations among nations, foreign market developments and outsourcing are a few driving forces for globalization. This trend has led to an unprecedented surge in negotiations and agreements among nations and multinational corporations. A wide range of cultural values, core beliefs, and business protocols have prompted communications misunderstandings in cross-cultural negotiations with unwanted consequences. This session will discuss the dynamics of misunderstandings in verbal communications and non-verbal cues by providing realistic and hypothetical scenarios. It further provides hands on guidelines to minimize negotiation pitfalls in international settings.

This presentation will focus on:

• Benefits and challenges of cross-cultural communication,
• Comparison between distributive and integrative negotiations and their expected outcomes,
• Ethnocentrism as a restraining force to successful negotiations,
• Critical role of cultural competencies in intercultural communications; and
• A set of strategies for winning negotiations.