

Research on Differences in Negotiation Styles and Promotion Strategies Under China-America Different Cultures

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Abstract. This article explores the various differences in negotiations between China and the United States that arise from cultural distinctions, and it provides strategies to mitigate the impact of these differences through comparative analysis. Negotiators must be well-prepared and adaptable to address these cultural nuances effectively. When negotiating with Chinese counterparts, it is crucial to focus on relationship-building and long-term cooperation, emphasizing mutual trust and respect. Conversely, when negotiating with American counterparts, it is important to be direct about needs and prioritize results and efficiency. Understanding and respecting these cultural differences allows negotiators to respond more effectively to the challenges that arise during negotiations, thereby fostering the establishment of cooperative relationships. This comparative approach not only highlights the necessity of cultural sensitivity but also underscores the importance of tailored negotiation strategies to bridge cultural gaps. By doing so, negotiators can enhance communication, build stronger partnerships, and achieve more successful outcomes. This analysis underscores the significance of cultural awareness in international negotiations and provides practical guidelines for negotiators to navigate cross-cultural interactions. By integrating these insights, negotiators can improve their competence and efficacy, ultimately contributing to more harmonious and productive international relations.

Keywords: Negotiation Styles; Promotion Strategies; China-America; Cultures.

1. Introduction

1.1. Research Background

In the process of negotiations, the cultural differences and cultural habits of various countries have a status that cannot be underestimated in the outcome of the negotiations. This not only attracted widespread attention from the academic community but also had a far-reaching impact on the application of the century. This book proposes that the integration of culture into negotiations is crucial to the science of negotiation. The study of cross-cultural negotiation examines the cultural level of negotiators and the understanding of social forms in different cultural contexts. The cultures of different countries are very important in different negotiations, and some inherent cultural differences have an important impact on the negotiation habits of negotiators [1]. This article proposes that the cultural value of collectivism is related to the goal in the negotiation, and the different context is related to the information sharing in the negotiation and describes the importance of cross-cultural in the negotiation [2]. It can be seen that different cultures are always closely related to all aspects of negotiations, and it has become a major challenge to integrate social information from different cultures into negotiations. The main goal of this study is to propose an improvement strategy through a specific analysis of the impact of different cultures and negotiation styles between China and America on negotiations. The study of the impact of Chinese and American culture on negotiations aims to provide a more comprehensive and in-depth understanding of academia and practice and lay the foundation for future research and application.

1.2. Literature Review

Adair and his team found that the relationship between cultural values and common benefits is uncertain. Only the norms of negotiating information sharing are directly related to common benefits.



By analyzing different strategies based on the cultural differences between the six countries, people can understand the cultural background of the negotiators [3]. Lalita Manrai and Ajay Manral proposed a new framework containing six concepts that defined twelve relationships and analyzed the impact of different cultures on business negotiations [4]. Salacuse surveyed a number of people of different nationalities and analyzed the habit preferences of negotiation in various aspects so as to summarise the cultural background that affects the negotiation style [5]. Gunia and his team studied the impact of culture on negotiation and their insights on it, revealed the commonality of negotiation strategies and the particularity of culture, and pointed out the difficulties of cross-cultural negotiations and the prospects of the field of negotiation [6].

1.3. Research Gap

The neglected issue of cultural background in negotiations is an important issue of general concern in the current society, which not only has a far-reaching impact on people's daily lives and social stability but also on the future development of the field of negotiation. However, due to the complexity and diversity of cultural issues, there are still some shortcomings and disputes in the existing research. Therefore, this study aims to provide reference-based guidance for solving the negotiation strategy by deeply analyzing the important role played by the cultural background in the negotiation process. This article is mainly an in-depth discussion on the improvement of negotiation styles and negotiation strategies between China and America in different cultural backgrounds, and it puts forward corresponding suggestions and measures for this.

In practical significance based on reality, this article can carry out targeted research on the problem of negotiation style and strategy improvement under different cultures, which will help negotiators grasp the negotiation information overall and find out the loopholes in the negotiation information so as to improve the negotiation information further. At the same time, the study of culture is conducive to reflecting the negotiation habits and preferences of the negotiating parties so as to develop a more comprehensive information network so that the negotiation can be better and continuously improve the quality of the negotiation results.

1.4. Research Framework

This article first analyses the basic situation and development status of the negotiation styles between China and America under different cultures, then identifies the similarities and differences between the negotiation styles between China and the United States and finally proposes strategies for improvement in different cultural backgrounds.

2. Description of Chinese Negotiation Style and U.S. Negotiation Style

China's current negotiation style pursues a win-win policy, which is largely influenced by its long cultural tradition that emphasizes the concept of harmony and win-win and advocates solutions through consultation and cooperation. In Chinese culture, more emphasis is placed on the maintenance of relations, not only seeking immediate interests but also focusing on "peace is the most important", preferring to give up immediate interests and pursue long-term cooperation and interests. China's negotiation will use an indirect way to express its position. China's Confucian culture focuses on "courtesy" and continues the current cultural tradition, resulting in China's negotiation style adopting a moderate attitude and seeking a win-win solution. Zhao also believes that most of China's negotiation strategies are win-win, pursuing equality and mutual understanding [7].

The negotiating style of the United States shows direct, competitive, and individualistic features. In American culture, the values of individual rights and competition in the free market are deeply rooted, which is reflected in the negotiations. American negotiators usually directly define their positions and demands, pay attention to logical and rational arguments, and try to compete for their own interests through competition. In addition, the emphasis on the importance of law and contract is also one of the most important features of the American style of negotiations. The agreement is considered legally

binding in the United States, so in negotiations, both parties usually explicitly enter the agreement into the agreement to ensure clarity of their rights and obligations. Liu also pointed out that Americans are confident, outgoing, and prominent in personality, which has forged a unique negotiation style for American businessmen: straightforward, efficient, positive, pragmatic, and a package of transactions, etc. [8]. Although the U.S. negotiation style emphasizes competition and individual interests, it also respects each other's positions and tends to seek win-win solutions to maximize the interests of both sides.

3. Comparative of Chinese Negotiation Style and U.S. Negotiation Style under Different Cultures

3.1. Similarity Identified between China and the U.S.

First of all, both China and the United States pursue the maximization of interests, which is the basic quality of a negotiator to achieve their own interests. In addition, Chinese and American negotiators attach importance to interpersonal communication, establishing good cooperative relations, and long-term development. Secondly, both countries attach importance to negotiation skills and negotiation strategies. Under their own negotiation methods, both countries will seek the best interests of themselves and achieve the ultimate goal. Then, both countries pay attention to the sharing of information. In the negotiation process, information is essential so that the two sides can better understand each other's status and interests. So as to negotiate better. Finally, both China and the United States follow the principle of negotiation and adhere to fairness, justice, openness, and respect for the rights of both sides [9].

3.2. Difference Identified between China and the U.S.

There are obvious differences in the negotiation styles of China and the United States in terms of cultural background and values. China's negotiation culture is influenced by traditional concepts and social relations, emphasizing win-win long-term cooperation. In Chinese culture, negotiation is regarded as a bond to build interpersonal relationships and attaches importance to teamwork and long-term interests. In contrast, the negotiation culture of the United States pays more attention to individualism and timeliness. American negotiators pursue personal achievements and pay more attention to independence and competitiveness. This cultural difference affects the positions, behaviors, and interests of the two sides in the negotiation, so that the negotiation process and results may be different [10].

There are also differences between China and the United States in the way they deal with differences and conflicts. Chinese negotiators usually tend to resolve differences through dialogue and cooperation and avoid taking a tough stance. Chinese negotiators pay attention to maintaining interpersonal relations and harmony and are willing to make concessions to avoid contradictions and conflicts. In contrast, American culture is more inclined to competition and directly express different opinions, focusing on the defense of personal interests and positions. American negotiators may be more willing to take a tough stance to fight for their own interests. This difference in the way of dealing with differences and conflicts may lead to contradictions and antagonism in negotiations, increasing the complexity and uncertainty of negotiations.

The actual interests of Chinese and American negotiators are also different. In Chinese culture, the goal of negotiation is usually to establish long-term and stable cooperative relations and pursue win-win solutions. However, American negotiators pay more attention to personal achievements and the maximization of benefits, and they pursue rapid problem-solving and reaching agreements. U.S. negotiators may be more likely to adopt a competitive negotiation strategy. Therefore, differences in the negotiating interests of the two parties may lead to the inconsistency of negotiation objectives, which will increase the complexity and difficulty of the negotiation.

There are differences in the way Chinese and American negotiators communicate. Chinese negotiators like to express their views euphemistically and are good at using unspoken meanings or more obscure communication. Chinese negotiators usually avoid expressing different opinions directly to maintain interpersonal relationships. On the contrary, American culture pays more attention to direct and clear communication methods, emphasizing logical and rational argumentation, and American negotiators like to express their views directly and pay attention to the persuasiveness of facts and evidence. This difference in communication methods may lead to misunderstandings in information transmission, which may lead to communication barriers in cross-cultural negotiations.

3.3. Problem Identified

However, even if the two countries have similarities in their negotiating styles, they have different acceptances in the way they maximize their own interests. China emphasizes long-term interests, and the United States may even take tougher measures in the negotiations. How to achieve the result of a "win-win" that both sides think is a problem because the two countries' cultural differences, the understanding, and handling of interpersonal relationships are also different, and how to grasp the social distance in negotiation is also a problem. The negotiation methods used by negotiators in the two cultural contexts are also different, so the third question is how to have an effect on negotiation in the negotiation process. Not only these, but under the circumstances of different cultural backgrounds, the obstacles to communication in negotiations should not be underestimated.

4. Suggestions

In order to overcome the challenges brought by these cultural differences and achieve a "win-win" negotiation result together, the following strategies can be adopted:

First of all, cultural understanding and sensitivity should be strengthened. Before negotiations, the two sides should fully understand each other's cultural background, negotiation style, and values. This can be achieved through cultural training, case analysis, and simulated negotiation. Only on the basis of a full understanding of the other party's culture can we better anticipate and respond to possible problems in the negotiations.

Secondly, trust and good communication channels should be established. Trust is the basis for successful negotiations, and the two sides should establish and maintain trust through transparent and sincere communication. This can be achieved through regular exchanges, mutual visits, and informal interactions. In addition, using a neutral third party as a mediator can also help both parties solve obstacles and misunderstandings in communication.

In addition, the negotiation strategy should be flexibly used. During the negotiation process, the two sides should flexibly adjust the negotiation strategy according to the actual situation. For example, in the early stages, China's gradual strategy can be adopted to promote various issues and build trust and consensus. In the later stage, the comprehensive strategy of the United States can be adopted to solve the main problems at one time and achieve the final agreement.

Finally, long-term cooperation and relationship maintenance should be paid attention to. The key to achieving a "win-win" result is that both parties can obtain long-term benefits and value from cooperation. This requires both sides to pay attention to the construction and maintenance of relations in negotiations and achieve a win-win situation through cooperation. After the negotiation, the two sides should continue to maintain communication and cooperation, solve the problems arising in the cooperation in a timely manner, and ensure the long-term stability and development of the cooperative relationship.

In different cultural contexts, you can take some measures to maintain appropriate social distance when negotiating.

First, understand cultural differences. Before negotiations, take time to study each other's cultural background and understand their expectations for social distance. Understanding these cultural differences in advance can help you cope more comfortably in negotiations.

In addition, observe the other party's reaction and pay close attention to the other party's body language and behavior when meeting for the first time in order to adjust your distance. If you notice that the other person looks uncomfortable or retreats when you approach, this may mean that you need to increase the distance. On the contrary, if the other party leans forward or approaches when you retreat, you can reduce the distance appropriately.

Finally, flexible adjustment. With the advancement of the negotiation process and the gradual establishment of relations, the distance can be flexibly adjusted. When meeting for the first time, it is appropriate to maintain a more formal distance, and when the two sides have established a certain sense of trust and familiarity, they can appropriately close the distance to show closeness and trust.

So, how to make the negotiations have an impact? The following measures can be taken.

Clarify the goal, clearly define your own goals and bottom line, and understand the other party's goals and bottom line as much as possible. Identify the best results and minimum concessions that you can accept in order to maintain strategic flexibility in the negotiations.

Build trust, be honest and transparent in the negotiation process, and show your sincerity and integrity. For example, share information and intentions frankly to avoid concealing or misleading each other. This approach can build a basis for mutual trust.

Communicate effectively, actively listen to each other's opinions, avoid interruptions, and ensure that the other party feels your attention and respect. You can show that you are indeed listening by repeating and summarizing each other's views. Express your views and needs in clear language to avoid ambiguity or ambiguity. Use simple and direct language to ensure that the other party can understand your intentions and positions.

5. Conclusion

5.1. Key Findings

China-American negotiation methods are significantly different due to cultural differences, which are mainly reflected in five aspects: negotiation style, strategy, communication method, process, decision-making, and implementation. Chinese negotiators are indirect and euphemistic, pay attention to long-term relations, adopt collective decision-making, and the process is slow; American negotiators directly express their views, communicate openly and transparently, and pay attention to results and efficiency, which individuals or a few people can decide. Chinese negotiators consider long-term interests, are willing to compromise for short-term interests, are highly flexible, and often use silent and waiting strategies; American negotiators set clear goals and bottom lines, use data to support views, and the decision-making process is fast. Chinese negotiators rely on non-verbal signals to express their refusals in a roundabout way to avoid direct conflict; American negotiators are straightforward, simple and straightforward, and directly into the topic. China's negotiations attach importance to ceremonies and etiquette. The first meeting is a long greeting, and the negotiations involve multiple rounds of negotiations. The negotiations in the United States are concise and efficient, and the substantive discussion is clear as soon as possible. Chinese enterprises report for approval step by step, and the process is cumbersome; authorized representatives of American enterprises make quick decisions and implement quickly after the agreement is reached. Understanding these differences can help to communicate and cooperate more effectively with opponents from different cultural backgrounds.

5.2. Research Significance

The article describes the differences between the negotiations between the two countries under different words. Help the company negotiate better. Use your own strategy to grasp the information of the other party and provide some measures. These measures can help companies achieve a win-win situation and pursue long-term cooperation. Avoid unnecessary conflicts for cultural reasons.

5.3. Limitations

This article primarily relies on supplementary data and proposes various measures for future research. It emphasizes the importance of leveraging existing datasets to understand cultural differences in negotiations between China and the United States. Additionally, it outlines potential methodologies for future studies to further explore and validate these findings. By integrating these approaches, the research aims to provide a comprehensive framework for improving cross-cultural negotiation strategies and outcomes.

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