

The Influence of National Culture on Business Negotiations: An Exploratory Study of Venezuelan and British Managers

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Abstract : Significant attention has recently been paid to the cross-cultural negotiations due to the growth of international businesses. Despite the substantial body of literature examining the influence of national culture (NC) dimensions on negotiations, there is a lack of studies comparing the influence of NC in Latin America with a Western European countries, In particular, an extensive review of the literature revealed that a contribution to knowledge would be derived from the comparison of the influence of NC dimensions on negotiations in UK and Venezuela. The primary data was collected through qualitative interviews, to obtain an insight about the perceptions and beliefs of Venezuelan and British business managers about their negotiating styles. The findings of this study indicated that NC has a great influence on the negotiating styles. In particular, Venezuelan and British managers demonstrated to have opposed negotiating styles, affecting the way they communicate, approach people and their willingness to take risks.

Keywords : national culture, negotiation, international business, Venezuela, UK

Conference Title : ICMBEF 2015 : International Conference on Management, Business, Economics and Finance

Conference Location : Barcelona, Spain

Conference Dates : August 17-18, 2015