Electronic negotiations in intercultural interfirm relationships

Abstract (Summary)

Purpose - Intercultural interfirm relationships have become a new challenge for international management. The purpose of this paper is to explore differences in computer-mediated negotiation behavior between participants who come from nations which differ as regards two major cultural values: individualism and collectivism. Design/methodology/approach - This is an empirical study with a sample containing 170 negotiators with different cultural backgrounds; it comprises content analysis; and multivariate analysis of variance models. Findings - Comparing negotiators from Asian, North American, and European cultures, it is found that people who come from an individualist culture exhibit different negotiation strategies to individuals from a collectivist culture. Practical implications - Based on the results management may sensitize negotiators in intercultural interfirm relationships to their counterparts' communication strategies. Originality/value - The paper highlights how negotiators' cultures affect their strategic orientation.