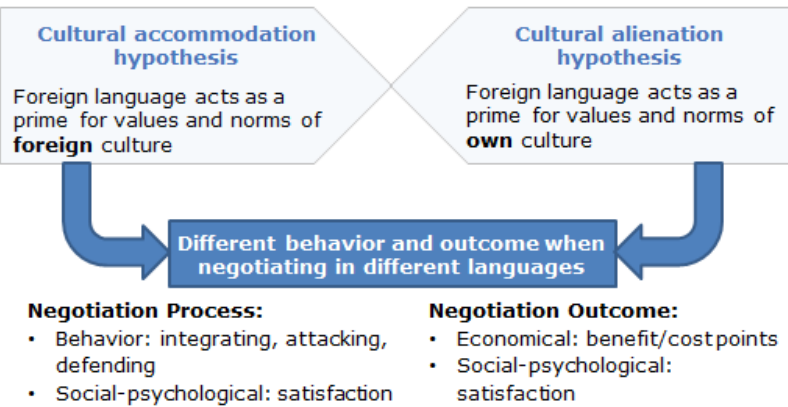


Relevance

- Due to the increasing globalization of markets, international trade and thus international negotiations have increased rapidly
- Negotiations involve a high extent of verbal communication, and language plays an important role
- International negotiations are usually held in English but the participants often bring in different cultural identities and native languages other than English

Background



Research Question

How does the negotiation language influence the negotiation behavior and the negotiation outcome?

Method

- Buyer-seller negotiation simulation about a customized machine (B2B case)
- Dyadic negotiations via online chat (guarantees anonymity)
- Duration: 1-2h
- Six negotiation issues (price, schooling, financing, assembly, warranty, maintenance)
- German participants on one side vs. French participants on the other side
- Negotiation Languages: English, French, and German
- Best negotiators win up to 30 Euros

