

# CAN OUTNUMBERED NEGOTIATORS SUCCEED? THE CASE OF INTERCULTURAL BUSINESS NEGOTIATIONS

## Theoretical background

- Negotiations often involve an unequal number of people on each side, and teams typically achieve **superior outcomes** to solo negotiators.
- **Intercultural** business negotiations have dramatically increased in recent decades
- Lack of insights into **asymmetric** (concerning team size) **intercultural** negotiations

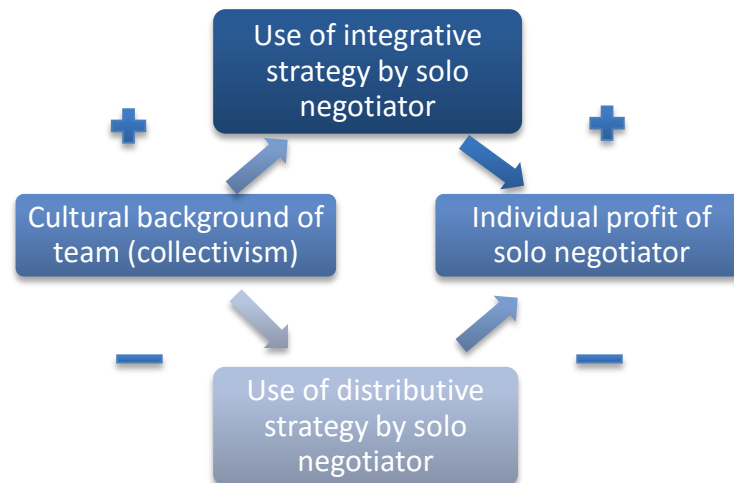
### Thus:

- We investigate **culture-bound use of negotiation strategies** between teams and solo negotiators.
- We combine cross-cultural research and social impact theory to study possible **adaptation** effects.

## Method

- **Buyer-seller negotiation** simulation about design and purchase of special-purpose machinery
- **3 studies:** seller team vs. solo buyer; buyer team vs. solo seller; solo seller vs. solo buyer
- Negotiations **via online chat**
- **French** participants (more collectivistic) vs. **German** participants (less collectivistic)

## Research model



# CAN OUTNUMBERED NEGOTIATORS SUCCEED? THE CASE OF INTERCULTURAL BUSINESS NEGOTIATIONS

## Results

- Social impact of teams causes individuals to move away from their culture-bound strategies and **adopt** strategies consistent with the **opposing team's cultural background**.
- Teams achieve **better individual outcomes** than solo negotiators.
- For solo bargainers: only **integrative strategies** exhibit a positive link to their individual negotiation outcomes.

## Team members

- Prof. Dr. Robert Wilken
- Elena Dinkevych
- Dr. Tayfun Aykac
- Prof. Dr. Frank Jacob
- Prof. Dr. Nathalie Prime

## Publication

- Submitted to *International Business Review* in November 2015
- Current status: under review