

Shri Vishnu Engineering College for Women (Autonomous): Bhimavaram
Department of Management Studies



Topic of the Virtual Talk	Cultural Determinants of Negotiations Behaviour: A Case Study of China
Name of the Speaker	Dr. G. Venkat Raman
Designation of the Speaker	Associate Professor, IIM Indore
Date & Time of the Talk	30 th June @ 11AM
Key Points of Discussion	
<ul style="list-style-type: none"> • Growing Relevance of Negotiations • Culture and Negotiations • Chinese Culture and Negotiation: Case of Mandarin • Misunderstanding of Chinese and Chinese way of doing things • Negotiation with the Chinese: What to Do and What not to do 	

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 Bhimavaram, A.P.



Virtual Talk on "Cultural determinants of Negotiations behavior: Case study of China"

By

Dr. Venkat Raman

Associate Professor @ IIM Indore



 30th June, 2021

 11:00 AM

 Zoom



Culture and Negotiations

Strategic choices and Structural Influences determine negotiations

Proactive dimensions help anticipate and contribute to better outcomes

In International negotiations, culture plays significant role.

Understanding role of culture and its consequences can do more than increase knowledge

Challenge is to grasp the ubiquitous concept of culture and analyze as to how and under what circumstances cultural combinations become a key variable

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Growing Relevance of Negotiations

Globalization of Business Multiplication of Exchanges Technological Changes in Communications

Dominant Values have also Changed and more and more Conflicts are settled through Negotiations

In Business, JVs, Technology Transfers, M&As



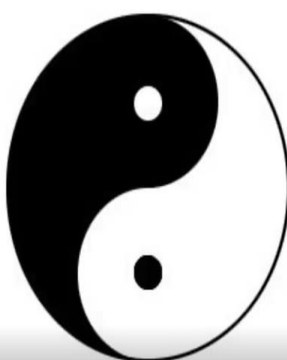
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Yin, Yang and Harmony



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