

# Business Negotiations in Different Countries – Case Study: China, with Russia and Moldova

Diploma Thesis

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2015 Prague

# Aim, methodology

- Aim
  - Offer guidance to companies that are going to do business in Russia, China or Moldova in the sphere of business negotiations
- Methodology
  - Literature research – negotiation
  - Literature research – cultural differences
  - Organised interviews

# Results of theoretical part

- Negotiating process is absolutely present in everyone's daily life
- Before going to the meeting, it is necessary to prepare
- Influence of emotions during the negotiations
- Professional may use "tricks" that make negotiations to work
- The biggest challenge - lead negotiation across international borders

# Results of practical part - Russia

- Preparation for negotiations
  - Basis of personal relationship
  - Phenomenon of trust
- Negotiation meetings
  - Desire of “punishment” and “revenge”
  - Inability to make compromises
  - Have the appropriate appearance
- After negotiations
  - Verbal agreements do not have big value
  - Viral marketing has a very big power

# Results of practical part - China

- Preparation for negotiations
  - Pay attention on entrepreneur
  - Gifts
- Negotiation meetings
  - Concept “they – we”
  - Always meetings of groups of people
  - Psychological pressure
- After negotiations
  - Every agreement should be written

# Results of practical part - Moldova

- Preparation for negotiations
  - What language will be used?
- Negotiation meetings
  - Offer a long time mutual cooperation
  - Have the appropriate appearance
- After negotiations
  - Moldovans like when verbal agreement are confirmed written

# Conclusion

- Pay big attention to follow the hierarchy rules
- Culture has a direct impact on the negotiations process
- Every businessman going to China, Russia or Moldova should be professional in the field
- Being a perfect professional is the perfect solution for all issues
- The religion does not have such a big impact, in these countries
- Do not pay too much attention on cultural differences

# Recommendations

- Respect the hierarchy
- In-depth and thorough preparation
- No chance to conduct the negotiations process online
- Have an interpreter or speak the local language
- Pay attention on appearance, clothes and accessories
- During Chinese negotiations keep written record



**Thank you for your attention!**