

Doctoral Dissertation Abstract

CROSS CULTURAL NEGOTIATIONS BETWEEN JAPANESE AND AMERICAN BUSINESSMEN: A SYSTEMS ANALYSIS

(Exploratory Study)

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The R B C framework is a new, robust, process-oriented model incorporating multidimensional criteria and is the latest of several cross-cultural negotiation frameworks. This paper is an exploratory test of the framework in the context of two-person zero-sum simulated negotiations between Japanese businessmen and American salesmen, both living and working in the United States. The integration of structural (game theory) and process theories (R B C) into a dynamic systems model seeks to better understand the nature of complex international negotiations through the use of structural equation modeling.

The findings support the hypothesis that structural equations are useful tools to build and test partial R B C models. The research supports the use of the R B C framework as a conceptual setting in which to conduct cross-cultural negotiation research within the context of a two-person zero-sum game.

Game theory has recently re-emerged as a useful theory across a number of disciplines, both behavior and in the analysis of physical systems. The findings of this study also support the use of game theory in cross-cultural negotiation. Pareto-optimal (Nash) outcomes were obtained by several sets of negotiators.

The use of sophisticated statistical techniques such as structural equation modeling and game theory is becoming increasingly more important. Traditional techniques are known to be limited, particularly in the context of cross-cultural behavioral studies. The successful use of these advanced techniques in the research will hopefully contribute to their expanded use by other researchers.

Microcomputer software such as SPSS makes this statistical power available to all researchers. The proper use of these techniques is important to insure reliable and valid results. Future research will hopefully expand both the breadth and depth of the concepts described and tested in this study.

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