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Cultural Determinants of Business Negotiations and Behaviors

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A B S T R A C T

The paper is a theoretical and empirical study on the cultural determinants of business negotiations and behaviors. The theoretical aim of the paper is to present the main models used to study and compare national cultures. The applicable purpose of the paper is to present the results of a comparative analysis of individual cultures of the business world based on the six dimensions of national culture described in Hofstede's model. The paper is based on the literature and Hofstede Insights data. A comparative analysis of data from 118 countries, from all continents, was carried out. Then, based on the cluster analysis, 16 groups of countries – the cultures of the business world – were distinguished and characterized. The obtained results constitute an original contribution to the study of understanding the differences and similarities of individual national cultures. They can also be of value for both scientists pursuing intercultural research and business people who conduct their business in various regions of the world.

K E Y W O R D S

Negotiations, business behavior, cultural differences, models of cultural dimensions, comparative country analysis

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