

DIFFERENCES IN STYLES AND ETIQUETTES OF INTERNATIONAL BUSINESS NEGOTIATIONS BETWEEN CHINA AND THE UNITED STATES

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ABSTRACT : Culture is the basic element in intercultural communication. The cultural differences between China and the United States mainly lie in verbal and nonverbal communication, and so on. In intercultural business communications, people should take necessary measurements actively to achieve effective purpose. At present, the business conducted between the two countries grows rapidly and business negotiations are conducted more and more frequently. The United States is the largest economic entity, and is also the biggest business partner of China. Business negotiation plays an important role in their business interaction. Because the cultural differences have direct influence on every aspect of the negotiation, to evaluate the action, ideas, and custom of people from another culture with one's own assumption may cause culture conflicts. Both the Chinese and the Americans should enhance the awareness of cultural differences, try to understand the differences in verbal, nonverbal communication and negotiating styles, and make preparations for successful negotiations. In terms of verbal communication, the culture impact on negotiation mainly lies in the difference of word connotations and figurative meaning in different culture. In nonverbal communication, the different understandings of such behaviors: gesture, facial expression and eye contact can also influence the result of negotiation. As to negotiation styles, we can see that Chinese and American negotiators have different attitudes toward interpersonal relationship, different decision-making patterns, different time concepts and different attitudes toward confrontations. Considering the above differences, we put forward some proposal from the perspective of cross-cultural communication for the negotiators from both China and the United States.

KEYWORDS: China & USA; business negotiation; style and etiquette; difference;

I. INTRODUCTION

With the development of social economy in China, the trade between China and other countries is more and more frequent, which makes international business negotiation play an increasingly important role in today's economic society. Business negotiations are crucial to business activities, because the success of business activities is closely linked to the results of business negotiations. Therefore, business negotiations will affect the survival and development of the whole enterprise, and will also play an indispensable role in the development of a country's transnational economy. A successful business negotiation will play a great role in promoting the development of the whole economy and the whole society, and it will also bring great benefits to an enterprise and even a country. Due to the difference of location and development of different enterprises, the differences between different countries' culture, context, government restrictions and other factors make it difficult for international business negotiations. Therefore, it is very necessary to study the differences between countries in international business negotiations. As the first economic power in the world, the United States plays a decisive role in China's foreign trade and economic relations. With the deepening of Sino US economic and trade exchanges, business negotiation between China and the US has become more and more. Due to differences in culture, faith and negotiation etiquette, Sino US business negotiation has become more and more difficult. To make Sino US long-term and sustainable economic cooperation, it is indispensable to study and understand the differences between Chinese and American business negotiations.

II. THE BASIC SITUATION OF INTERNATIONAL BUSINESS NEGOTIATIONS IN CHINA AND IN UNITED STATES

2.1 The Current World and The Economic Development Trend of China and the United States

With the rapid development of the world economy, the economic globalization has made the competition between the economies more intense and the cooperation is more extensive. Economic competitiveness has become an important hot issue in the research and concern of the academia and the decision-makers. On the one hand, in the face of increasingly fierce global competition, only by upgrading and maintaining competitiveness can an economy achieve competition and sustain prosperity. On the other hand, economic competition is not a zero-sum game. The competitiveness of an economy can come from cooperation with other economies. Those who are good at overall planning will achieve win-win result. With the deepening of globalization, China and the United States, as two important countries in the world, have also been increasingly interdependent. The good or bad relations between China and the United States are not only related to the two countries themselves, but also to the security and stability of the whole world situation. The fact, however, is not always the way people want it to be. Since the establishment of diplomatic relations, the relations between the two countries had experienced several ups and downs, which even can be regarded as a major setback for the crisis, until President Hu Jintao and President Bush reached important consensus on Promoting Sino US constructive and cooperative relations in twenty-first Century. Promoting economic development and improving people's life is always the central task of China's economic and social development. China will unswervingly follow the path of peaceful development, strive for a peaceful international environment to develop it self, and at the same time, promote world peace and development through its own development. We hope that through the joint efforts of China and the United States, we will solve the existing problems, seize the opportunities of development, maintain world peace and promote the development of global economic integration, so that Sino US relations will continue to develop in a favorable direction for the two countries and the two peoples. Therefore, comparative analysis of Sino US cultural differences, negotiating style and etiquette, understanding between the two countries economic competitiveness, opportunities and challenges, advantages and disadvantages of the two countries, the Sun's known to the world, is to promote Sino US cooperation, win an important prerequisite for bilateral economic win-win.

2.2 The Importance of Transnational Business Cooperation Between China and the United States

The United States is the first powerful country in the world, and it is also the maker of international rules of the game. China pursues a peaceful rise strategy. Since it is a peaceful rise, we must first observe the rules of the game and transform the rules from the inside. And this entry and transformation is impossible to leave the maker of the rules of the game in the United States.

The United States as the world's most powerful country, the Chinese national security and national interests is the largest, for example: our oil imports from the Middle East, where American troops, our fleet through the Strait of Malacca, also in the United States military forces under the covers, from Japan to the United States and South Korea in Southeast India, have China surrounded for security, China also need to pay attention to handling the relationship between the United States and.

Both countries are the world's largest countries, the United States is the largest developed country, and China is the largest developing country in the world. The United States is the largest economy in the world and occupies an important position in the development of the world economy. And China took the place of Japan in 2010 as the world's second largest economy. China is the largest trading partner in the United States, and the United States is the second largest trading partner of China, second only to the EU. China also holds about 800 billion U. S. treasury bonds. It can be said that the relationship between the two countries is the most important bilateral relationship in the world. Therefore, both in terms of economic and international factors, the transnational cooperation between China and the United States is indispensable.

2.2 The Concept of International Business Negotiation.

2.2.1 The Meaning of International Business Negotiation.

International business negotiation is an indispensable link in the work of foreign economic and trade.

In modern international society, many transactions often require after hard tedious negotiations, although many people think that exchange provided by a product is high quality, advanced technology or price low is deciding the success or failure of negotiation, but in fact trading success or failure often depends in part on the success of the negotiations. In international business activities, different interest subjects need negotiating the issue of common concern or interest, to coordinate and adjust their own economic interests or political interests, seeking to compromise in one point, thus makes both sides feel advantageous to reach an agreement. So, we can say, international business negotiation is a kind of foreign economic and trade activities in the

prevalence of a very important activity, is to adjust and solve different countries and regional government and commercial institution inevitable conflict of economic interests between a means indispensable.

2.3.2 The Characteristics of International Business Negotiation.

International business negotiation has the characteristics of general business negotiation and the particularity of international economic activities.

1) Strong political. International business negotiation is not only a business transaction negotiation, but also an international communication activity, with strong policy. Commercial relations between the two sides of the negotiation is two or as part of the overall economic relations between the two regions, often involves the political and diplomatic relations between the two countries, so the two countries or regions in the negotiation of government intervention and often affect business negotiation.

2) International commercial law is the guideline. Due to the international business negotiation will lead to the result of the transnational transfer of assets, is necessarily involved in international trade, international settlement, international insurance, international transport and a series of problems, therefore, in international business negotiation in international commercial law as the criterion, and on the basis of international practice.

3) Adhere to the principle of equality and mutual benefit. In international business negotiations, we should adhere to the principle of equality and mutual benefit, neither imposing on people nor accepting unequal conditions.

4) Negotiation is difficult. The negotiators of international business negotiations on behalf of the interests of different countries and regions, have different economic and political background, social culture and people's values, ways of thinking, behavior, language and customs vary, thus make more complicated factors, which affect the negotiations, the negotiations more difficult. In the course of the actual negotiation, the situation of the opponent is varied, the style is different, and there are some unpredictable situations.

2.3.3. The Principles of International Business Negotiation.

1) The principle of equality.

Equality is an important prerequisite for the smooth progress and success of international business negotiations.

(a) All parties to the negotiations have equal status. All countries, big or small, rich or poor, strong or weak, individuals, regardless of their power, are equal in international business negotiations.

(b) The rights and obligations of all parties are equal. The rights and obligations of all countries in the negotiation of business transactions are equal. They should enjoy equal rights and equal obligations.

(c) The parties to the negotiations have signed up and have to keep the contract. The result of business negotiation is to sign trade and cooperation agreement or contract. The elaboration of the terms of the agreement must be fair and reasonable, which is conducive to the realization of the objectives of the parties, so that the interests of all parties can be satisfied to the maximum extent.

2) Reciprocity principle. In international business negotiations, equality is the prerequisite for mutual benefit and mutual benefit is the goal of equality.

(a) Invest in what they need. First, put yourself in the other person's shoes and put yourself in their shoes. Secondly, it is necessary to understand the interests of the other party in the business negotiation. Third, meet their needs on the basis of knowing each other.

(b) Seek common ground while reserving differences. The interests of all parties involved in the negotiation are completely consistent and there is no need to negotiate. Therefore, there are differences in the interests, conditions and opinions of all parties. International business negotiations, in fact, are the process of reaching an agreement through negotiations to bridge differences and reach a consensus on the interests of all parties. First, we should put the pursuit of common interests first. The focus of the negotiations and the pursuit of the same point are placed on the interests of all parties, rather than on opposing positions, in pursuit of common interests. Second, try to find the "same". Third, limit differences and differences within a range of degrees. To seek common ground means to disagree, and the differences reflect the mutual benefits of the parties involved.

(c) Compromise. In international business negotiations, mutual benefit is not only reflected in "mutual acquisition", but also in "mutual accommodation". The full meaning of mutual benefit should include the two aspects of promoting the common realization of the interests of all parties involved in the negotiations. Is to uphold, maintain their own interests, and to consider and meet each other's interests, both sides benefit, seek common interests and face intransigence against negotiation agreement, to make the necessary concessions.

III. GENERAL PROCEDURES FOR INTERNATIONAL BUSINESS NEGOTIATIONS BETWEEN CHINA AND THE UNITED STATES

3.1. Preparation Before International Business Negotiations

3.1.1. The Person Who Chooses to Participate in The Business Negotiation

In regarding the transaction, buyers and sellers in pricing and all kinds of trade terms, and to formulate the terms of the contract, often because of the differences among different interest and debate, sometimes even such differences and debate is very heated. And in the process of negotiation, there may be a variety of unanticipated changes. In order to ensure the smooth conduct of the negotiation, it is necessary to select a competent negotiator in advance, which is the key to ensure the success of the transaction.

(1) We must be familiar with our foreign economic and trade policy and understand the country's foreign trade specific policy measures.

(2) All kinds of business knowledge that may be involved in the negotiation process must be mastered.

(3) Must be familiar with the relevant foreign laws, decrees and regulations promulgated, and know something about international trade, international technology transfer and transportation laws, practices and relevant national policies and measures, regulations and management system of knowledge.

(4) Foreign languages should be mastered proficiently, and transactions can be negotiated directly in foreign languages.

(5) Have high political, psychological quality and strategic level, and be good at maneuverability and flexibility to deal with various problems in the process of negotiation.

(6) The negotiating team should complement each other with a detailed division of labor.

3.1.2. Select Target Market.

Before the business negotiation, must start with investigation and study, through various channels widely collect market information, strengthen the foreign market supply and marketing situation, price trends, policy law measures and trade practice and so on situation of investigation and study, in order to choose the appropriate target market and reasonably determine the market layout.

(1) While considering the implementation of national foreign trade policy and country (regional) policies, we should try to consider economic benefits and strive to achieve equality and mutual benefit both politically and economically.

(2) The foreign sales market and the purchasing market should be selected reasonably according to the purchase intention.

3.1.3. Fully understand the transaction object.

Before the business negotiation, must through various channels to customers the political and cultural background, credit standing, business scope, operating ability and operating style, and the other negotiator's negotiating style and other aspects of understanding and analysis.

3.1.4. Develop A Business Negotiation Plan.

Business negotiation plan, it is to point to in order to complete some or certain kinds of goods import and export of tasks and determine the business intent, need to achieve the maximum or minimum, and in order to achieve this goal should adopt strategy, procedures and practices, it is the basis of foreign negotiations personnel to follow. Therefore, there is a general plan to deal with the upcoming negotiations before the negotiation begins.

3.2 Matters Needing Attention In International Business Negotiation

To discuss the process, to comply with some conversation etiquette rules, respect for others, speak civilization, clear the United States business negotiations taboo, do not include disease, unpleasant topics such as death, do not include property, CV, marriage, etc. personal problems. Choose the right words at the right time to express your position, opinion, attitude, and meaning. When people talk, no matter stand or sit, avoid direct relative, want to maintain certain Angle. Clear the focus of the negotiations. Know how to make the party active.

IV. DIFFERENCES IN THE STYLE OF INTERNATIONAL BUSINESS NEGOTIATIONS BETWEEN CHINA AND THE UNITED STATES

4.1 Strategic Differences in International Business Negotiations Between China and the United States.

At the beginning of the negotiations, the Chinese representative hopes to have a general grasp of the principles and common interests of both sides and discuss the details of cooperation. On the contrary, American representatives tend to negotiate the details first.

4.2 Differences in Decision-making Between China and the United States In International Business Negotiations.

Chinese negotiators are more likely to engage in collective bargaining, with negotiators participating in the final decision, while the U.S. negotiating team can designate any one person to make a final decision on behalf of their team.

4.3 Cultural Differences in International Business Negotiations Between China and the United States.

4.3.1. High Context and Low Context.

The American negotiators advocate a clear, direct, straightforward way of communicating, speaking clearly and not equivocally, and he will direct what he wants to gain. Americans like to argue that language is confrontational. However, China is a high-context environment. In the context of high context, non-verbal communication and indirect communication are important factors to convey and understand information.

4.3.2. Customs and Habits

Chinese people love face in life, they care deeply about other people's opinions and their own image, afraid of being misunderstood. While Americans are more practical, they don't ask personal questions in their interactions, and Chinese people often like to ask. Americans speak directly, while Chinese admire the virtues of modesty. The two countries also have different ways of greeting. Americans like to hug or kiss, while Chinese people like to shake hands. Americans pay attention to time, and Chinese people tend to be late.

4.3.3 Ways of Thinking

Chinese culture pays attention to the whole thinking, observes things and negotiations according to the whole concept, analyzes the problem and likes to start from the whole thing. Americans focus on individual thinking, breaking down complex things into simple individuals and studying them one by one.

4.4. Values

The American people have the objectivity. In the negotiation, they pay attention to the separation of people and things, and the main interest is the substantive issue. To pursue the concept of equality, although it pays attention to the interests but does not make a quotation. And the Chinese are less influenced by hierarchy than the United States. Chinese people advocate harmonious interpersonal relationship, while Americans always put personal interests first. The Chinese do things very well, while Americans do the opposite.

V. BUSINESS ETIQUETTE DIFFERENCES BETWEEN CHINA AND THE UNITED STATES

5.1 Gift Etiquette

Americans do give gifts, but they pay great attention to packing. This is because packaging and packaging in the United States have an important impact on the sale of goods. When giving gifts to Americans, be careful not to give them a double count because they think the singular is auspicious. Open presents in person. However, Chinese people believe that the double Numbers are auspicious representatives, usually not open gifts in person.

5.2 Negotiation Etiquette

Doing business with the Americans, "yes" and "no" must be clear. This is a basic principle, and when you can't accept the terms of the other party, make it clear that you can't accept it, and don't be vague about it. However, the Chinese expression is more reserved, which is generally euphemistically rejected. Americans have a strong sense of law. Americans think: trade is one of the most important economic interests, in order to guarantee their own interests, the most fair and proper solution is to rely on laws, rely on the contract, and the rest are deceptive.

5.3 The Concept of Time

Americans are linear time ideas and are used to doing one thing at a time. The Chinese people are the concept of circular time, they believe that time is constantly repeating. The Chinese arrange the time to be more casual and do not attach too much importance to the appointment, while the Americans pay special attention to the appointment and arrange the activity at least 2 months in advance. Chinese people focus on business activities and build a cooperative relationship with each other slowly. Americans don't like to keep silent, they often go straight to the theme, and their business cycle is shorter.

5.4 Contact Distance of Business Partners

The spatial distance of Chinese business partners is related to the social class and status of the people involved. Americans don't like to be too close to each other when they talk, and get used to keeping a certain distance.

VI. STRATEGIES FOR THE DIFFERENCES IN BUSINESS NEGOTIATION BETWEEN CHINA AND THE U.S.

6.1 Overcoming Cultural Bias

Ethnocentrism should be put aside in international business negotiations and respect for American culture and traditions. Should in judgement of folk custom and cultural norms, respect their moral standards and customs, understand each other's culture, respect for differences, learn to tolerate, and seek appropriate means and ways to promote the two countries business negotiations go smoothly.

6.2 Understand Cultural Background and Customs.

Prior to international business negotiations, it is important to understand and collect as much as possible the preferences and taboos of the negotiating partners to avoid the unpleasantness of the negotiation process resulting from ignorance and thus affect the outcome of the negotiations.

6.3 Set Up an Expert Negotiation Team

The American negotiating team is usually composed of experts, who have a very professional knowledge background and pay great attention to the law of the contract. So the Chinese negotiating team must arrange negotiation, technical, financial, translation has a rich experience of the experts, and allocate tasks before negotiations, the negotiations can be changed in the negotiations.

6.4 Use Delaying Tactics

Americans have a strong sense of time. They make arrangements before business activities. Then, according to the prior arrangement, China can use this to gain sovereignty. The purpose is to delay the negotiation time and to take the initiative to force the other side to make concessions on the terms of the negotiation.

6.5 Use Clear, Concise Language.

Both sides should be used when negotiations straightforward way, sober debate, especially on some fundamental problems, if you can't accept, to offer directly, resolutely clear reply, not ambiguous.

6.6 Adopt Segmented Compromise Strategy to Achieve a Real Win-win Situation.

In the Sino-US negotiations, if the Chinese side needs to make concessions on the transaction price, it should make a number of small concessions and not be reduced to a conservative price at one time. Because after many small concessions, the us believes that it has fallen to the lowest acceptable level, and they have reached their goal, which is more conducive to a win-win situation.

6.7 A Variety of Alternative Options Are Developed Before the Negotiations.

According to the characteristics of the confidence and practical interests, in order to avoid negotiations are deadlocked, when received the task should be aiming at the possible action in the whole process of a series of forecast, and so made several possible alternatives.

VII. SUMMARY

This paper gives a detailed analysis of the Sino-US business negotiations between style and interests and its influence on Sino US international business negotiations, and analysis from the Chinese perspective and put forward relevant strategies. People need to be aware of the cultural differences between each country exists objectively in business negotiations, in cross cultural business negotiations, should overcome the difficulties in the negotiations, work together to create an adaptation of the negotiations between the two sides.

In a word, because of differences between American culture and customs, at the negotiating table of their negotiating style quite different. Sometimes the table is difficult or even completely by different negotiating style and result. Therefore, understanding the differences in Sino-US negotiations style, help us find constructive communication channels find the real cause of misunderstanding or opposing each other, and effectively make use of our advantages in the negotiation style, overcome weaknesses, and actively manage the negotiation process, grasp the direction and progress of the negotiations, the negotiations eventually won their victory.

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