

Summer Institute for Intercultural Communication

Portland – Oregon – USA



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M. Negotiating Across Cultures

Negotiation is often defined as interdependent decision-making under conditions of uncertainty. In today's multicultural workplaces, schools, and families, we engage in cross-cultural negotiation every time we work together to solve a problem, generate a creative solution, or develop a plan of action. In this workshop, we will discuss negotiation fundamentals from a communication perspective, examine how culture influences our negotiation scripts in different situations, and explore various approaches to the question: Who adapts to whom? We will examine evidence from empirical research, qualitative accounts, and your own experience, with a cross-cultural negotiation simulation.



Dr. Wendi Adair is an Associate Professor in the Department of Psychology at the University of Waterloo. Prior to starting this position in 2006, she was on faculty for six years as a professor of Management and Organizations at Cornell University. Dr. Adair's educational experience includes a Bachelor of Science degree from Georgetown University in Language and Business, as well as a PhD in Organization Behavior from the Kellogg Graduate School of Management. She currently resides in Waterloo with her husband and two daughters. Dr. Adair's research focuses on negotiation and conflict management in the global marketplace. Much of this work investigates the universality of negotiation theory that has been largely developed in the West (information exchange, persuasion, decision-making biases, reciprocity, offer-counter offers) and defines cultural norms for negotiation strategies, sequences, and stages in multiple national cultures. Other areas of research include the role of context in communication, behavioral adaptation, and third culture building in cross-cultural interactions. Dr. Adair's research on reciprocity in cross-cultural negotiations has received awards from both the American Psychological Association and the International Association for Conflict Management. Her work identifying the different paths that U.S. and Japanese negotiators take to generate joint gains was recognized with an award from the Society for the Psychological Study of Social Issues.

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