

## Résumés/Abstracts

### **Business Negotiations between Romanians and Germans - a Cross-Cultural Perspective**

**Ancuța Maria URECHE**

#### **Abstract**

The article aims at discovering how German employers act in a Romanian business environment compared to Romanian employers. After a brief presentation of the two country's different business cultures, it includes a case study based on an interview where people of these nationalities were asked the same questions. The interpretations of the answers reveals that differences between the two cultures tend to diminish when their representatives work together in a common environment.

**Key words:** business negotiation, business culture, national culture, qualitative research, Germany, Romania

### **Negotiating with Great Britain**

**Bianca SPOEALA**

#### **Abstract**

The article explores the British and Romanian negotiation styles. Using a twelve question questionnaire served to two respondents, one of each country, it aims at finding differences and similarities in the way they approach negotiation. The data collected are interpreted according to Lewis's model and the author concludes that multi-active cultures such as Romania are more influenced but other culture than active-linear culture such as Great Britain.

**Key words:** business negotiation, national culture, Lewis model, Great Britain, Romania

### **Negotiating with The Netherlands**

**Ana AMARIE**

#### **Abstract**

*This article aims at providing an understanding of both the Romanian and Dutch cultures by analyzing them from the cultural dimensions provided by Edward T. Hall (1976), Geert Hofstede (1980) and the GLOBE Study (2004). In doing so, the author will start by mapping the Romanian and The Netherlands country profiles and at the same time will make an analysis of the two countries from selected cultural perspectives, i.e. Hall's, Hofstede's and the GLOBE models. The empirical research of this paper will be the done by means of a participant observation, a semi-structured interview and a survey among professional buyers and sellers doing business in these two countries. With this the author will attempt to sketch the profile of a Dutch and of a Romanian negotiator.*

**Key words:** business negotiation, national culture, participant observation, interview, survey, The Netherlands, Romania

## **Business Negotiation in Saudi Arabia**

**Naif ABUKHALIED  
Florentina-Anca MILEA**

### **Abstract**

The article provides a well informed presentation of the Kingdom of Saudi Arabia followed by invaluable tips for all those who intend to negotiate with business people from this country. The authors are more than conversant with the topic, the first being a Saudi diplomat and the second, a Romanian employee of the Saudi Embassy in Bucharest.

**Key words:** The Kingdom of Saudi Arabia, Saudi hospitality, dress code, business negotiation, women in business

## **The influence of the communication context in business situations**

**Andreea Alexandra VLADOIANU**

### **Abstract**

The paper focuses on the importance of taking into account cultural differences when preparing and effecting an international business negotiation. The topic is illustrated with an in-depth analysis of an actual negotiation which took place between a Romanian representing Vodafone and a delegation from a company in Qatar while the multinational company was aiming at expanding in the Middle East country.

**Key words:** business negotiation, intercultural communication, Arab business culture, Qatar, negotiation styles

## **Europe and Asia: Differences of Mentality and Their Impact on Commercial Negotiation**

**Oana-Maria HARABAGIU**

### **Abstract**

The article presents the negotiation of an Everest expedition between a Romanian team and the Sherpa representatives. The originality of this paper consists, on the one hand, from the fact that there is little research concerning the negotiation between the Romanians and the Nepalese, and, on the other hand, from the fact that the author herself, though not the leader of the negotiation team, was a member of the Romanian expedition and thus has first hand knowledge of the process.

**Key words:** business negotiation, intercultural negotiation, Everest expedition, Romania, Nepal

**Negotiating with the United States and Japan – A Romanian Perspective**  
**Leila GHEORGHIU**

**Abstract**

This article presents negotiation with the United States of America and Japan as seen by three Romania managers who have had experience in dealing with both countries. It includes a case study based on an interview with the three subjects. Its interest consists of the fact that negotiation with these two strong economies is viewed by a total outsider, who moreover is not a theoretician, but somebody effectively involved in this process.

**Key words:** business negotiation, intercultural communication, interview, USA, Japan, Romania