

# International Negotiations in Asian Countries and India: Where do I Start? Impact of Modern Technology?

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## ABSTRACT

Global marketing is becoming an essential aspect of marketing management, and it is an integral part of international business. As the companies are looking for a market for their products, it has become imperative that the people have to build expertise in interacting with culturally diverse groups from different countries. So also, the marketing strategies vary from country to country. One has to learn about that country and people and their culture to get their businesses successful. This article discusses many such aspects, focusing on Asian and Indian continent business markets and the impact of modern technology and changing business traits.

**Keywords:** *International negotiation, modern technology, Asian countries, guanxi.*

## 1 INTRODUCTION

In the global scenario, many companies struggle to reach and get a fair share of the global market. This is applicable to all products, including electronics, sports goods, and defense goods to healthcare products. Just look at the present scenario, the world is suffering from the pandemic, and millions lost their lives. There was fierce competition between the companies to launch the vaccine, and many countries were involved. Finally, Pfizer, Moderna (with headquarters in the USA), Covishild and Covaxin (from India), CoronaVac (from China), and Sputnik V (from Russia) crossed the hurdles of clinical trials and successfully were launched in the world market. International market.

Every country is vying to get the vaccine doses. It has a significant market potential worldwide, and it appears that a different set of marketing skills are needed to market such products globally. Prohibitive costs of a few of them may give a bigger market to the cheaper but effective Indian vaccines. An-

other important aspect in such a scenario is the goodwill of the Indian Government and the company in getting out of reaching and providing the vaccine doses to economically challenged countries. There is a big hue and cry as Pfizer has canceled many contracts of vaccine supply as many rich countries are forcing them to supply the vaccine.

Cross-cultural negotiations, the goal of every company is to nurture its international business. In such a competitive environment, the significant risk is cross-cultural negotiations. Two critical aspects of this are a negotiation partner in another country is an unknown entity; you never know their strategies and objectives unless you are well versed with their cultural backgrounds; it is very unclear and interacting with unknown culture when one or more parties from different countries are involved, no one in this scenario is well prepared to make a win-win situation.

## 2 DISCUSSION

Negotiation refers to a discussion that involves at least two parties to reach a mutually agreed outcome. To reach the outcome, the involved parties should prepare and be able to deal with other parties, especially when negotiating with people from other countries. When the negotiation involves two different countries (i.e. international negotiation), several things need to be prepared as follows:

### 2.1 Culture-specific preparation

When you go for a global market with different countries, understanding strategies and objectives across the cultures is much more complex than the domestic businesses. For example, the businessperson will prioritize the volume of the business and how much foreign exchange he can earn to be used to grow their other businesses. The author remembers meeting an Israeli businessperson who said he wishes to do business with India and just get one penny from each Indian (1.3 Billion people), an interesting approach. In such a scenario, ignoring the need for culture-specific preparation is a deadly sin in any international negotiation and may be very painful or economically challenging to your own company.

### 2.2 Study of the counterpart's country market

The negotiators need to learn various factors related to the counterpart's country market as follows, when negotiators deal with Asian countries and the Indian subcontinent, they need to have an obvious objective: what do they wish to achieve. Short and long-term objectives need to be well envisaged. If you work with short-term goals, it may cut you short, and you may never be able to gain their trust and eventually lose credibility. Asians are incredibly innovative and have developed survival skills in resource-constrained environments.



Figure 1. Transportation in India

Moreover, Asian countries are very innovative, as demonstrated in the figure 2.

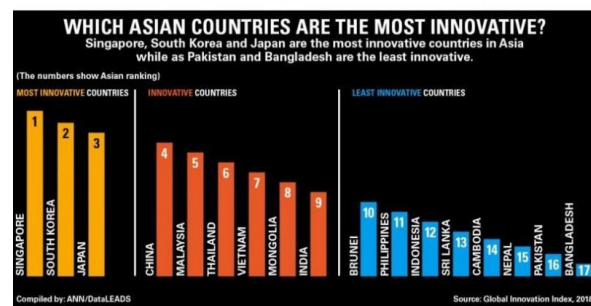


Figure2. Which Asian countries are the most innovative? The Nation Thailand, March 13, 2021.

In Asia and India, the relationship is critical. If negotiators wish to build long-term relationships, they need to invest a lot of time and effort. In Asia and India, the word of a person is precious, and many times, the legal system does not work or take so much time that it is not worth pursuing the matter in local legal systems. In light of relationships, Asian countries have a very famous relationship practice, called “guanxi”. Literally, the word consists of “Guan” meaning gate and “Xi” meaning relations, and if combined, the term becomes “Enter the gate and becomes connected to build a long-term relationship”.

It is fascinating to know that deception, false demands, and false concessions are prevalent negotiation tricks. Sometimes the party may use extreme openings or aggressions or strong emotions. All these traits can be seen during the negotiations, and once it is finalized, the negotiators will witness an entirely different calm after the negotiations achieved. This table covers various factors

considered in negotiation based on cultural background (Salacuse 2004).

In Asian countries, the hierarchy is critical. Even in daily life, it plays a dominating role. Vera Petrovna's cartoon very aptly depicts the hierarchy in Asian countries and how it is compared with Western Countries. Status is an important aspect of Asian society and one has to admire and respect it while interacting with people for business purposes.

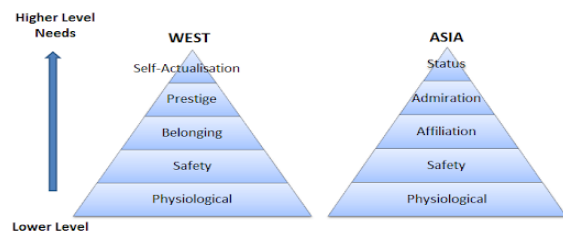


Figure 3. Hierarchy in Asian and Western Countries.  
(Sources: Vera Petrovna  
<http://verapetrovna.com/customer-behaviour/>)

Things are changing in Asian countries and also in the Indian subcontinent. More and more professionalism is being introduced in business dealing and negotiations. However, there is one side effect of this impact of modern technology; the human aspects of the system are getting lost. There are no heart-to-heart communications, the respect for each other is declining, and the negotiations are becoming more mechanical. The business has been undergoing drastic change ever since technology started making its impact and impressions on the business techniques worldwide.

Global demands, globalization of businesses, and population explosion are some of the reasons why businesses are becoming dependent more and more on technologies. The technology has helped bring many improvements, including globalization and global communications, higher efficiency in businesses and dealings, the scope has gone up significantly, marketing became more and more technology-dependent, and look at Face Book and Amazon's phenomenal growth and many such technology-based companies. The concept is changing; the brick-and-mortar business model may go obsolete. Technology has also provided enormous accessibility to knowledge sys-

tems. Overall, the standard of living worldwide is improving. The costs of goods are depleting, and many gadgets are readily available. The mobile phone revolution became so handy that many countries have bypassed the landline phone system and jumped on mobile phone technology, which has affected human life.



Figure 4. Mass Transit  
(Sources: <https://www.techtelegraph.co.uk/the-indisputable-role-of-technology-in-business/>).

Meanwhile, if we look at the education sector, especially during the pandemic, the world was standstill for a moment and suddenly the modern technology came to rescue, and believe it or not, many jobs became obsolete and many new careers were developed. In the author's university of the University of South Florida and definitely in many other universities worldwide, online education's transformation did not stop education. Students had similar opportunities to learn and get educated because of the technology.

Will modern technology change the traveling style?? (a train journey in India). It will be interesting to see how the technology will change the business traits based on culture and conventional traditions of Asian countries and will be worthwhile watching how things will move towards amicable solutions between the cultural traits and modern technologies.

### 3. CONCLUSION

Global marketing is becoming an essential aspect of marketing management, and it is an integral part of international business. As the companies are looking for a market for their products, it has become imperative that

the people have to build expertise in negotiating with culturally diverse groups from different countries. This article discusses many such negotiation aspects, focusing on Asian and Indian continent business markets and the impact of modern technology and changing business traits.

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