Global Patterns in Negotiation Channels: Evidence of a Geographic Divide

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Abstract. This paper displays how global corporate settings select negotiation channels in strategically for international transactions. Based on an interdisciplinary review the interplay between informal digital negotiations, and the organizational and cultural contexts in which they are applied is analyzed. Applying a triangular approach combining empirical evidence, comparative analysis, and theoretical integration, this study uncovers regional patterns in negotiation channel preferences and their underlying drivers. The results highlight that alignment between regional negotiation habits and commercial strategies significantly shapes negotiation outcomes, risk management, and the durability of business relationships. By identifying a geographic divide in negotiation channel use, this interdisciplinary research advances a more contextualized understanding of global negotiation practices and provides an understanding for international managers and policymakers.

Keywords: Negotiation Channels, Geographic Divide, Cross-Regional Business Strategy.

1 Introduction

The geographic divide is recognized as a profound dimension in forming business processes and organizational behavior across the globe. Previous research identified the impact of geography on access to resources, infrastructure, and markets [1, 2, 3]. These contextual differences contribute to uneven development and create distinct environments for negotiation managers. It results in persistent differences in bargaining power and enforcement mechanisms, which are fundamentally tied to place [4, 5, 6]. Understanding these inequalities is required for the conduct of negotiations as well as advancing effective policy design.

Clearly, a geographic divide visibly manifests by the variation in negotiation channels employed across regions. A negotiation is a dyadic exchange in a political, legal, business or even private setting with a targeted use of media [7]. Media channels - as a contextual factor - determine the frame and are vehicles for the communication process, affecting intercommunication and thus impacting negotiation effectiveness [8]. Face-

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to-face interactions, sectoral negotiations, and digital exchanges are not neutral tools but are embedded in technological, organizational, and cultural contexts. For instance, the decision to utilize a certain negotiation technology combined with the workplace organization, and sectoral traditions influence the negotiation outcome [9, 10, 11]. Thus, negotiation format differs between countries, reflecting variations in labor market institutions, legal frameworks, and historical trajectories of industrial relations. High negotiation coverage stands for institutionalized sectoral negotiation, while low coverage points to decentralized or individualized bargaining processes [12, 13, 14]. These differences undermine the persistence of regional divides impacting the form of conduct for collective agreements and the extent to which negotiation channels are institutionalized or left to market dynamics.

Additionally, the cultural context can mediate the efficiency and effectiveness of negotiation channels. Geographic settings shape how communication media are perceived and used, with the same medium yielding different outcomes across cultural contexts. Research shows that trust, transparency, and the durability of agreements are strongly affected by local expectations regarding communication style, relational dynamics, and conflict resolution [15, 16, 17]. While digital negotiations are considered efficient and transparent, they may at the same time seem impersonal or unreliable, reducing effectiveness in building long-term trust.

In this setting, economic research measures the impact of geographic differences and analyzes institutional structures that sustain them. Interestingly, examinations show how regulatory adaptations constrain or enable negotiation practices in this setting [18, 19]. In addition, organizational and cultural studies illuminate how norms, expectations, and interpersonal dynamics mediate negotiation behavior. Merging these interdisciplinary views allows the formation of a more context-sensitive framework that explains how geography continues to shape negotiation practices, even in an era of digital communication and global interconnectivity.

2 Relevance & Research Interest

While prior research has established that geography shapes business conditions, bargaining institutions, and cultural norms, limited attention has been paid to how these dimensions jointly structure the choice and use of negotiation channels. Much of the negotiation literature continues to rely on universalist models of media selection that understate regional variation [10, 11]. At the same time, studies on collective negotiations highlight institutional coverage but rarely connect it to practical communication modes through which negotiations unfold [12, 13]. Furthermore, examinations of cultural impact focus on interpersonal dynamics without systematically situating them within broader geographic divides [15, 16]. Hence, this study identifies gaps by providing an interdisciplinary analysis of how geography shapes negotiation channel preferences across regions. Accordingly, the present study articulates the following research questions, which guide the research design and procedure:

RQ1: How do businesses across regions strategically choose informal negotiation methods in international transactions?

RQ2: How does the organizational and cultural contexts influence the alignment between negotiation channel preferences and strategies, and how does this affect negotiation outcomes, risk management, and relationship durability?

By conducting a triangular research consisting of empirical data, comparative analysis, and theoretical integration, this study identifies patterns in negotiation channels selection and demonstrates how regional contexts create persistent divides in negotiation practice. Through this the study supports a context-sensitive understanding of negotiation and offers insights for managers and policymakers.

3 Methodology

3.1 Research Design

This study adopts a triangulated mixed-methods design combining empirical data, theoretical grounding, and comparative analysis to examine the geographic divide in negotiation channel usage. The methodological approach is structured around three interrelated components:

1. Primary empirical data collected during the author's doctoral research;
2. An interdisciplinary systematic literature review; and
3. A comparative analytical synthesis that integrates both evidence bases.

This design allows the study to capture complex, multi-level patterns in negotiation behavior, ensuring both empirical rigor and theoretical coherence.

3.2 Data Collection

3.2.1 Primary Data

The first component draws on a dataset compiled as part of the author's 2024 doctoral thesis [20]. Data were obtained through a semi-structured online survey of negotiation experts operating in diverse cultural and regulatory contexts, including North America, Europe, Asia-Pacific, and Latin America.

The survey instrument included both quantitative (closed-ended) items—focused on the frequency and preference of communication channels—and qualitative (open-ended) questions exploring contextual factors such as institutional frameworks and digital infrastructure.

A purposive sampling strategy was employed to target professionals with experience in negotiation within business, diplomatic, or legal settings. The final sample comprised 733 valid responses as a target population. To ensure data quality, the questionnaire was pilot-tested for clarity and reliability, and all responses were anonymized in accordance with ethical research standards.

3.2.2 Literature Review

The second methodological component consists of an interdisciplinary systematic literature review aimed at situating the empirical findings within the broader scholarly discourse on negotiation and communication. The review adhered to established quality criteria:

- Databases searched: Scopus, Web of Science, SpringerLink.
- Inclusion criteria: peer-reviewed journal articles (2010–2024), English-language studies, and empirical or conceptual work addressing negotiation processes across geographic or cultural contexts.
- Exclusion criteria**:** non-peer-reviewed sources and studies lacking geographic differentiation.

The selected studies were analyzed using thematic coding and conceptual mapping, allowing the identification of theoretical frameworks relevant to media choice and institutional variation.

3.3 Data Analysis

The third component of the methodology applies a comparative analytical synthesis to integrate insights from both the empirical dataset and the literature review. Quantitative survey data were analyzed using descriptive and inferential statistics (frequency distributions, cross-tabulations) to identify regional variations in negotiation channel use. Qualitative responses were subjected to thematic analysis to uncover context-specific rationales behind communication preferences.

Findings from both strands were then compared across regions and theoretical dimensions, highlighting points of convergence and divergence in negotiation behavior. This integrative analysis provides a nuanced understanding of how geographic and institutional factors jointly influence channel selection in negotiation contexts.

3.4 Validity and Reliability

To enhance the validity and robustness of results, the study employs methodological triangulation by combining quantitative, qualitative, and theoretical sources. Consistency checks were performed during data cleaning to identify outliers or incomplete responses. The systematic literature review followed transparent selection and coding

protocols, ensuring replicability. The overall research design thus meets the standards of empirical transparency and cross-method verification.

By integrating empirical data, interdisciplinary theory, and comparative analysis, this methodological framework provides a comprehensive and rigorously validated basis for exploring geographic variations in negotiation channel usage. The triangulated design not only enhances analytical depth but also strengthens the generalizability and interpretive power of the study's conclusions.

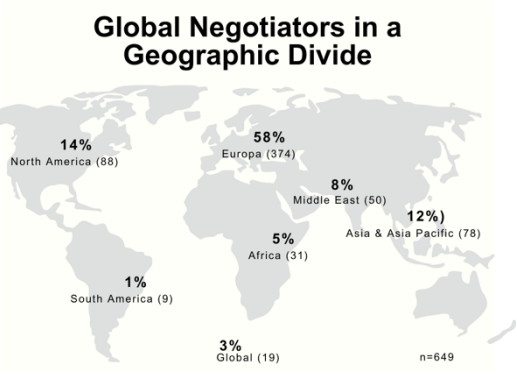

Fig. 1. *Geographic Diversity in Survey Participation on Multi-Channel Negotiations.*

Note. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 54), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

4 Results

4.1 Negotiation Channels: From Traditional to Digital and Hybrid Forms

Negotiation practices have long been shaped by the communication media through which they occur. Traditionally, the face-to-face meeting has served as the most trusted channel, enabling negotiators to interpret verbal and non-verbal cues, build rapport, and respond in real time. Alongside it, the telephone provided an early mediated alternative, preserving immediacy of exchange while removing the need for physical presence. Both channels remain valued for their richness of interaction and capacity to foster trust and relational understanding.

Over the past two decades, however, the negotiation landscape has diversified with the rise of digital communication tools**.** Email became the dominant asynchronous channel, allowing for carefully formulated proposals, documentation, and reflection between responses—though at the cost of slower feedback and reduced socio-emotional nuance.

Video-conferencing platforms such as Zoom, Microsoft Teams, and Google Meet have since bridged this gap, offering visual engagement and real-time dialogue across geographic boundaries. Complementing these, instant messaging and chat functions enable rapid, informal exchanges that support coordination within or alongside formal negotiation sessions.

Newer negotiation support systems and AI-based tools are now emerging, assisting in structuring offers, identifying trade-offs, and simulating outcomes. Although their adoption varies by sector and region, they illustrate a broader technological evolution toward data-driven and digitally enhanced negotiation processes.

Increasingly, negotiators employ a hybrid approach, combining multiple channels—such as initiating contact via email, conducting core discussions by video, and finalizing agreements in person. This blending of modalities reflects the pragmatic adaptation of communication strategies to globalized and digital work environments.

In addition, indirect or signalling channels—for instance, press statements, informal meetings, or third-party communication—play a subtle yet strategic role in shaping perceptions and outcomes. Together, these developments reveal a continuum from traditional, co-located interaction to complex, hybrid negotiation ecosystems that define contemporary global practice.

Generally, an exploration of the various nationality impacts on channel choice demonstrates that North Americans and Western Europeans negotiate commonly with classical negotiation media, specifically email ($p = .018$) and video conferencing ($p < .001$). This dynamic could be triggered by various legislation and company regulation towards media use. At the same time, South Americans (standardized residual 3.6) and Africans (standardized residual 3.0) have a strong tendency to negotiate with new negotiating channels (see Fig. 2).

Fig. 2. *Distribution of Traditional Media use vs. Emerging Negotiation Channels.*

Note. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 54), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag.

This direction results in South Americans and Africans more frequently ($p < .001$, Phi / Cramer's V = .28) and Western Europeans less frequently (46 actual counts vs. 64 expected counts, standardized residual -2.4) selecting messaging for negotiations compared to an equal statistical distribution. The standardized residual > (+/-2.0) demonstrates that all three nationalities are disproportionately represented in this distribution. Again, this result could be triggered by a more tolerant or less effective legislative environment in these specific geographic regions or even novel approaches toward channel use in negotiations. Respectively, negotiators in South America even surpass the expectancy target for messaging in negotiations by 190%. African negotiators exceed the probability target for messaging in negotiations by 115%. The effects of various South American and African nationalities on messaging, seen in isolation from each other, are highly significant.

Table 1. *Distribution of Messaging by Geographic Region*

Geographic Region	Not Quoted	Quoted	Total
Africa	21	17	38
Asia, Southeast Asia & Pacific	20	10	30
Europe (Asia & Eastern Europe)	24	10	34
Eastern Asia	14	10	24
Middle America	52	6	58
Northern Europe	42	13	55
North America	8	12	20
South Asia	42	10	52
Southern Europe	18	4	22
Western Europe	250	46	296
Total	**491**	**138**	**629**

Note. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 337), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag.

Table 2. *Chi-Square Tests of the Association Between Geographic Region and Messaging*

Test	χ^2	df	*p*
Pearson chi-square	49.41	9	< .001
Likelihood ratio	44.49	9	< .001

Test	χ^2	df	*p*
Linear-by-linear association	19.63	1	< .001

Note. $N = 629$. All expected cell frequencies exceeded 5, meeting chi-square test assumptions. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 338), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 3. *Effect Size Measures for Geographic Region and Messaging Behavior*

Measure	Value	*p*
Phi (φ)	.28	< .001
Cramér's V	.28	< .001

Note. $N = 629$. Effect sizes are reported for nominal variables. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 338), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Furthermore, African negotiators use less video calls (not quoted standardized residual 3.0, quoted standardized residual -2.3) and email than expected in negotiations, whereas in contrast, negotiators in Western Europe use disproportionately more video calls than expected (not quoted standardized residual -2.9, quoted standardized residual 2.2, Phi / Cramer's-V .26).

Table 4. *Distribution of Video Negotiations by Geographic Region*

Geographic Region	Not Quoted	Quoted	Total
Africa	25	13	38
Asia, Southeast Asia & Pacific	14	16	30
Europe (Asia & Eastern Europe)	13	21	34
Eastern Asia	14	10	24
Middle America	18	40	58
Northern Europe	25	30	55
North America	6	14	20
South Asia	25	27	52
Southern Europe	12	10	22

Geographic Region	Not Quoted	Quoted	Total
Western Europe	78	218	296
Total	**230**	**399**	**629**

Note. Frequencies represent observed counts of quoted and not quoted video messages by geographic region. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 341), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 5. *Chi-Square Tests of Geographic Region and Video-Based Negotiation Channel Use*

Test	χ^2	df	*p*
Pearson chi-square	42.62	9	< .001
Likelihood ratio	42.09	9	< .001
Linear-by-linear association	22.39	1	< .001

Note. $N = 629$. All expected cell frequencies exceeded 5, indicating that chi-square test assumptions were met. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 342), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 6. Effect Size Measures for Geographic Region and Video-Based Negotiations

Measure	Value	*p*
Phi (φ)	.26	< .001
Cramér's V	.26	< .001

Note. $N = 629$. Effect sizes are reported for nominal variables. The "other" negotiation channel was excluded from analysis due to low selection frequency. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 342), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 7. *Distribution of Email Negotiations by Geographic Region*

Geographic Region	Not Quoted	Quoted	Total
Africa	21	17	38

Geographic Region	Not Quoted	Quoted	Total
Asia, Southeast Asia & Pacific	8	22	30
Eastern Europe	10	24	34
Middle East	8	16	24
North America	14	44	58
Northern Europe	13	42	55
South America	6	14	20
South Asia	22	30	52
Southern Europe	8	14	22
Western Europe	84	212	296
Total	194	**435**	**629**

Note. Frequencies represent observed counts of quoted and not quoted email-based negotiation messages by geographic region. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 333), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 8. *Chi-Square Tests of Geographic Region and Email-Based Negotiation Channel Use*

Test	χ^2	df	*p*
Pearson chi-square	17.90	9	.036
Likelihood ratio	16.93	9	.050
Linear-by-linear association	2.07	1	.150

Note. $N = 629$. All expected cell frequencies exceeded 5, indicating that chi-square test assumptions were satisfied. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 334), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 9. *Effect Size Measures for Geographic Region and Email-Based Negotiations*

Measure	Value	*p*
Phi (φ)	.17	.036
Cramér's V	.17	.036

Note. $N = 629$. Effect sizes are reported for nominal variables. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 334), by S.

As no single communication technology will likely prove to be adequate for all task situations or phases of a single task [16], video conferencing is easily and rapidly configurable by users to support multiple communication modalities. Desktop video conferencing is a technology that blends voice, video, and synchronous data sharing. In such an environment, users can be empowered to choose the most appropriate media configuration for a given situation, for instance, formal or informal communication [17]. Also, this technology allows users to move between lean and rich communication easily and rapidly during the same communication episode [18]. Moreover, disproportionately more video calls can also stem from the pandemic in which corporate travel bans restricted face-to-face negotiations. Also, the working from home dynamic still prevails and strongly encourages convenient video negotiations. Surprisingly, North Americans use far fewer face-to-face negotiations than expected.

Table 10. *Distribution of Face-to-Face Negotiations by Geographic Region*

Geographic Region	Not Quoted	Quoted	Total
Africa	10	28	38
Asia, Southeast Asia & Pacific	9	21	30
Eastern Europe	11	23	34
Middle East	10	14	24
North America	35	23	58
Northern Europe	20	35	55
South America	7	13	20
South Asia	16	36	52
Southern Europe	7	15	22
Western Europe	96	200	296
Total	**221**	**408**	**629**

Note. Frequencies represent observed counts of quoted and not quoted face-to-face negotiations by geographic region. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 331), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 11. Chi-Square Tests of Geographic Region and Face-to-Face Negotiation Channel Use

Test	χ^2	df	*p*
Pearson chi-square	19.90	9	.018
Likelihood ratio	19.04	9	.025

Test	χ^2	df	*p*
Linear-by-linear association	.70	1	.401

Note. N = 649. All expected cell frequencies exceeded 5, indicating that chi-square test assumptions were met. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 332), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

Table 12. *Effect Size Measures for Geographic Region and Face-to-Face Negotiations*

Measure	Value	*p*
Phi (φ)	.18	.018
Cramér's V	.18	.018

Note. N = 629. Effect sizes are reported for nominal variables. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations* (p. 332), by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

This progression could also be a post-pandemic result in which video conferencing continues to be exponentially promoted. Additionally, ongoing corporate cost-cutting initiatives undoubtedly encourage the permanent shift from face-to-face meetings to digital exchanges.

Table 13. *Multitude of Geographic Impacts on Negotiation Media Choice*

Variable 1	Variable 2	P-Value
Geographic Location	Face-to-Face	.002
	Email	.033
	Messaging	.000
	Audio	.080
	Video	.006

Note. Adapted from *The Leverage Effect of Strategic Behavioral Dimensions in Multi-Channel Negotiations*, by S. Moinuddin-Huber, 2024, Dr. Josef Kovac Wissenschaftsverlag. Copyright 2024 by Dr. Josef Kovac Wissenschaftsverlag.

5 Discussion

Negotiation channel selection varies considerably across geographic regions due to the interplay of cultural communication styles, temporal orientations, technological infrastructure, and institutional environments. This complex matrix explains why North American and Western European negotiators predominantly favour classical digital media such as email and video conferencing, South American and African negotiators show a preference for instant messaging platforms, and African negotiators specifically use video and email less than expected compared to Western Europeans. This study set out to investigate how businesses across different regions strategically choose between informal negotiation methods and digital communication channels in international transactions (RQ1), and to examine how organizational and cultural contexts influence the alignment—or misalignment—between regional negotiation channel preferences and commercial strategies, with downstream effects on negotiation outcomes, risk management, and relationship durability (RQ2).

With regard to RQ1, the results highlight that channel selection is neither universal nor technologically deterministic yet rather embedded within a complex matrix of cultural communication styles, temporal orientations, technological infrastructures, and institutional environments. In low-context communication cultures such as North America and Western Europe, negotiators favour classical digital media—including email and video conferencing—because these channels support explicit, information-rich, and legally defensible exchanges. The reliance on these tools is reinforced by individualistic cultural orientations, moderate-to-low power distance values, and institutional requirements for compliance and accountability [21, 22, 23, 24]. An increased use of video conferencing in Western Europe reflects both infrastructural affordances (advanced broadband) and cultural preferences for structured, synchronous interaction [25, 26].

In contrast, negotiators in South America and Africa prefer messaging services, which match a high-context communication styles and multi-active, polychronic orientations. Specifically messaging supports flexible pacing, relational exchanges, and informality to maintain trust in a negotiation context [27-30]. Interestingly, African negotiators' reduced application of video and email stands for infrastructural constraints (limited broadband penetration, unstable connectivity) and digital literacy gaps, combined with cultural preferences for conversational immediacy [31, 32]. In sum, these results outline that channel choice reflects cultural congruence and adaptation to local conditions, rather than a linear progression toward "richer" digital technologies.

Turning to RQ2, the findings highlight that organizational and cultural contexts jointly shape the degree of matching business strategies with regional channel preferences. The risk is to impose standardized digital negotiation practices into settings where messaging dominates [33]. These decisions can impact trust-building [34], extend the negotiation process, and increase the risk of misalignment. In contrast, the inclusion of regional preferences by integrating messaging into negotiation processes

in South America and Africa leads to augmented relational capital, smoother information flows, and stronger risk management.

Additionally, the pandemic illustrates the remodelling of negotiation channel strategies in an organizational setting. In North America and Western Europe, the institutionalization of video conferencing—initially driven by travel restrictions and remote work—has become a new normal. While this transformation has reduced costs, it has also reinforced a farewell from face-to-face negotiations leaving a mark on relational trust.

In summary, the results underline that negotiation outcomes are optimized when negotiators match global strategies with local cultural and infrastructural resources. A mismatch between organizational strategies and regional communication can lead to weakened relationships. Accommodating to the prevailing conditions of the geographic region [35] through technological flexibility can improve efficiency results, enhance trust-building, and long-term sustainability effects of the negotiation. This contribution to negotiation research reveals that channel selection is not an objective or technological choice. Negotiation channel choice is a culturally embedded strategic decision with significant consequences for international negotiators.

6 Conclusion

The findings demonstrate that negotiation channel selection is a culturally embedded, context-dependent process influenced by communication traditions, temporal orientations, technological infrastructure, and institutional pressures. While North American and Western European negotiators rely heavily on email and video conferencing due to low-context communication norms and institutionalized compliance requirements, South American and African negotiators prefer messaging platforms that support flexible, relational, and informal exchanges.

7 Implications for Global Negotiators

This study places emphasis on the importance for global negotiators of adapting communication strategies to the cultural, technological, and institutional contexts of their counterparts. A standardized negotiation mindset and process risks misalignment with expectations, norms, and logistical capacities. An over-reliance on video conferencing with African partners may reduce the chance of relationship-building due to connectivity constraints or perceived formality. On the contrary, an exclusive use of messaging with Western European negotiators could be regarded as insufficiently formal and legally binding. Comprehending the operational preferences of North American and Western European negotiators within low-context, individualistic frameworks that prioritize explicit, documented, and synchronous communication allows for strategic deployment of email and video. Conversely, accepting South American and African negotiators preference for flexible channels such as instant messaging to accommodate

their high context, polychronic, and relationally oriented cultures promises robust negotiation outcomes. Thus, negotiator teams ideally switch between lean and rich media by applying technical resources and intercultural competence.

8 Implications for the Scientific Community

Evidently, the results of this study indicate that universal models for media selection are not favorable for a geographic and cultural variations in channel preferences. Ideally, Media Richness Theory [36] and Adaptive Structuration Theory [37] are complemented with culturally contingent perspectives that consider context, infrastructure, and regulatory environments. Future research could rely on empirical studies to validate existing theory on negotiation channel choice by focusing on cultural dimensions in interaction with technological preferences. Methodologically, this study underscores the value of combining primary data, literature synthesis, and a comparative analysis to capture both statistical patterns and contextual nuance, a triangulated approach that can be extended to emerging negotiation contexts such as virtual reality or AI-mediated bargaining.

9 Limitations

The triangulated research design strengthens the validity of this study, yet few limitations should be noted. The primary dataset, drawn from the author's 2024 doctoral research, offers rich insights but reflects the specific temporal, technological, and sociopolitical context of that period, which may limit generalizability over time. Data were collected from selected individuals, and reliance on purposive sampling in some regions may over-represent digitally connected professional networks. The literature review, although comprehensive, is constrained by publication availability, language restrictions, and potential bias, particularly in emerging economies or non-English-speaking contexts. Acknowledging these limitations underscores the need for future research to validate and extend the patterns identified.

10 Future Research Directions

The findings of this study suggest several promising avenues for future research on the geographic divide in negotiation channel usage. Longitudinal studies could track how media preferences evolve over time in response to technological innovation, shifting business norms, and changing legislative environments, capturing emerging trends such as AI-mediated negotiation tools or immersive virtual reality platforms. Integrating deeper cultural analysis could further illuminate variations in channel preferences beyond technological or regulatory factors, clarifying how values such as power distance, collectivism, or uncertainty avoidance shape negotiation behavior. Collectively, these directions offer a pathway to develop a more comprehensive, dynamic, and culturally sensitive understanding of negotiation media use across diverse global contexts.

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