

## **A Cross-Cultural Comparison of Brazil, Russia, India, and China (BRIC) on Negotiation Styles**

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**KEYWORDS** NSP-12. Individualism. SEM. Cross Culture. Negotiation

**ABSTRACT** By 2039, the economies of Brazil, Russia, India, and China (BRIC) are expected to become wealthier than the current major economic countries. Despite the enthusiasm for increased global interaction and economic exchange with BRIC, many people have found that cultural differences hinder their ability to efficiently conduct business or negotiations given a lack of cultural understanding. This approach used the model by Casse and Deols and individualism as dependent and independent variables. Data were collected from sales and purchasing managers of public companies using an online survey and the snowball sampling method. Structural equation modeling (SEM), the preferable technique for measuring hypothesized models and research hypotheses, was selected. The findings indicated that an individualist attitude directly affected negotiation style, wherein, nationality is a moderated variant of an individualist attitude and negotiation style, and that BRIC negotiators preferred different negotiation styles. Limitations and future studies are discussed.