

# Cross-Cultural Negotiation Dynamics in Laos: Examining the Impact of Cultural and Institutional Factors

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## **Abstract**

This study examines the cross-cultural negotiation dynamics in Laos, focusing on the influence of cultural and institutional factors. Drawing on recent research, the Laotian cultural landscape is explored, and theoretical frameworks provide insights into the cultural impact on negotiation. Cultural distance influences success of negotiations, mergers and acquisitions particularly in the initiation phase, therefore Western and Central European cultural characteristics, Southeast Asian dynamics, and economic collaborations in Laos, driven by the Belt and Road Initiative were investigated. Trust building, preliminary relationship development, and high-context communication styles are key to success. The primary objective was to explore possible negotiation conflicts and provide practical insights for negotiators into this unique cultural landscape. As a result, the intersection of culture and negotiation dynamics reveals the nuances of intercultural negotiation conflicts in Laos.

**Subject Areas:** *Business-to-Business Marketing, Cross-cultural and International Marketing, Marketing Strategy*

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