

SUMMARY

Graduate diploma subject: Intercultural aspects of negotiating.

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Relevance of the subject: Negotiating is the basic means of establishing business connections between companies. A company doing business on an international level changes negotiating process turning it into intercultural interaction that is covered by international communication discipline. Professional intercultural communication has particular set of features that should be taken into consideration when negotiating internationally.

Aims: Establish certain conditions that provide effective and productive negotiating. Develop a training program that is to increase the quality of intercultural negotiating.

Goals: 1. Analyse scientific works regards the topic. 2. Establish principles that provide effective intercultural interactions. 3. Analyse training aids regards negotiating with representatives of British, German, Spanish and French cultures. 4. Develop a training basing on the received information. 5. Establish curcail principles of intercultural interactions. 6. Summarize the training basing on curcail principles of intercultural interactions.

Theoretical and practical importance of research: Gathered information can be used effectively to increase the competence in negotiating with other culture representatives.

Research results: Developed training that can increase the competence in negotiating with other culture representatives being safely integrated with any changes due to it's flexibility without any particular demands to a trainer and trainees.

Recommendations: This work is recommended for those who want to improve their negotiating skills and learn more about communication with people who originate from different cultures.