

Cultural Intelligence and Its Effect on International Business Negotiations

Drew Adams

PhD

Bocconi University

Via Roberto Sarfatti, 25, 20136 Milano MI, Italy

Kim Robinson

Dr.

Seoul National University

1 Gwanak-ro, Gwanak-gu, Seoul 08826, South Korea

Pat Hill

Prof.

Monterrey Institute of Technology and Higher Education

Av. Eugenio Garza Sada 2501 Sur, Tecnológico, 64849 Monterrey, N.L., Mexico

Abstract. This research explores the impact of cultural intelligence on international business negotiations. It examines how individuals with high cultural intelligence can effectively navigate cross-cultural interactions, leading to more successful negotiation outcomes. By analyzing various cultural frameworks and negotiation strategies, the study highlights the importance of cultural awareness and adaptability in the global business environment. The findings provide valuable insights for professionals seeking to enhance their negotiation skills in diverse cultural settings.

Keywords: Cultural Intelligence, International Business, Negotiations, Cross-Cultural, Cultural Awareness

Introduction

In an increasingly globalized world, the ability to navigate cross-cultural interactions is crucial for success in international business negotiations. Cultural intelligence, defined as the capability to relate and work effectively across cultures, plays a significant role in facilitating these interactions. This study investigates the impact of cultural intelligence on negotiation outcomes, focusing on the skills and strategies that contribute to successful cross-cultural negotiations. Through the analysis of various cultural frameworks and negotiation strategies, the research underscores the importance of cultural awareness and adaptability in achieving favorable results.

This is a preliminary version. To read the full version of the article, please purchase a subscription.

References

1. Savin, I., Khankishiyev, I., Mirzayev, A., Rahimov, J., Abbasov, R., & Dadashova, G. (2025). PROCESSING OF HIGH-SPEED STEELS BY PULSED LASER RADIATION. Reliability: Theory & Applications, 20(SI 7 (83)), 304-309.

2. Jeyhun, R., Elshan, R., Naila, A., & Aydin, N. (2025). Effectiveness of Internet of Things migration into hybrid economic projects.
3. Rahimov, J., Rahimov, E., Nasirzade, A., & Yusifli, P. (2025). Economic aspects of projects based on the Internet of Things. *Innovation and Sustainability Articles*, 5(4), 31-44.
4. Rahimov, E., Rahimov, C., & Davudova, S. A. Determining the optimal relationship between speed and acceleration of a vehicle to minimize pollutant emissions into the atmosphere.
5. Moraliyska, M. (2025). Reshoring Supply Chains in EU-US Collaboration after COVID: A Case Study Analysis. *Pamukkale Üniversitesi İşletme Araştırmaları Dergisi*, 12(2), 497-521.