

# ***Strategies and Tactics in International Business Negotiations: An Empirical Analysis in the German/Swiss-Indian Context***

*A joint research project of the University of St. Gallen,  
EBS Business School and IIM Bangalore*

## **Study Overview**

- What?** Development of practical guidelines on “how to negotiate successfully in the European (German/Swiss)-Indian context” evaluating the practicality and appropriateness of strategies and tactics.
- Why?** Business negotiations enter a “new dimension” as more and more negotiation partners have diverse cultural backgrounds and, therefore, different perceptions on how to negotiate. This “new dimension” makes it in particular for small and medium sized companies way more complex and complicated to conduct negotiations (e.g. if they want to internationalize their business activities). However, academic research or clear guidelines how to negotiate successfully in the German-Indian context do not exist.
- How?** Centerpiece of this study is an online-based critical incident survey to analyze and contrast different perceptions of German/Swiss as well as Indian managers about the usefulness of different negotiation strategies and tactics in the European-Indian context.  
**Step 1:** All study participants evaluate four negotiation strategies and their success potential in the European-Indian business context.  
**Step 2:** Each study participant evaluates five different negotiation tactics (the study evaluates ten tactics in total) and their success potential in the European-Indian context. Each participant also comments on the appropriateness and usability as well as provides his/her own experience to optimally apply a specific tactic in the European-Indian context.  
**Step 3:** The research team, lead by Dr. Roger Moser, University of St.Gallen and IIM Bangalore, will evaluate the input from the participants **resulting in an extended executive summary with specific recommendations exclusively available for the study participants.**
- Who?** German, Swiss and Indian managers with experience in the European (German/Swiss)-Indian business context
- Responsible?** Dr. Roger Moser  
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## Information

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### About the India Competence Center (University of St. Gallen)

The India Competence Center at the University of St. Gallen is a leading academic platform focusing on industry-academia collaborations in the Indian-European context. It provides a platform for businesses, academia, NGOs and government organisations from India and Continental Europe to work on joint projects. The India Competence Center has established partnerships with leading Indian business schools to support companies and other organisations in close alignment with local associations and government institutions in developing cooperative networks. Its activities include education, research, training and coaching.

### About the EADS-SMI Endowed Chair (IIM Bangalore)

The EADS-SMI Endowed Chair for Sourcing and Supply Management at IIM Bangalore is a leading research institute focusing on supply chain, sourcing and strategic management in the European-Indian context. The EADS-SMI Endowed Chair is kindly supported by the European Aerospace, Defense and Space Company (EADS) and is strongly engaged in joint industry-academia research including projects such as sourcing clusters, industry-specific, strategic foresight and intercultural process management. The Indian Institute of Management Bangalore is among the leading business schools in Asia and among top three in India.