Dynamic models of the effect of culture on collaboration and negotiation

Lead PI: Dr. Michele Gelfand

Objective

• Identify cultural factors affecting success or failure of cross-cultural negotiations
• Develop validated models for describing and predicting cultural factors and situations that influence success or failure in collaborations and negotiations in the Middle East

Approach

• Interview Middle-Eastern people to identify cultural factors relevant to negotiations
• Develop theoretical model of situations that amplify or reverse cultural factors present during a negotiation
• Use data to develop model that predicts affects of cultural factors and specific situations in negotiations

Technical Success

• Developed KBAgent
  – Improved automated negotiator
  – Incorporates data from successful international Middle-Eastern negotiations
  – Greater predictive accuracy for Middle-Eastern cultures than earlier negotiators


Cultural and situational variables influence negotiations with Middle-Eastern people

- Race
- Ethnicity
- Gender
- Religion
- SES
- Historical Context
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Application

• Computer model for negotiation and collaboration could be used in:
  – Diagnostic test for possible responses in specific negotiation scenarios
  – Training for military personnel
• Two complementary MURIs funded to address these research questions and provide more rapid results
  – 2nd MURI team led by Dr. Katia Sycara at Carnegie Mellon University
• Managed in collaboration with ARI
• Research teams involve retired and active duty military experts

Potential Payoff

• Can provide reliable predictions of successful negotiations
  – Existing socio cultural information is fragmented and largely based on American or East Asian cultures
• Soldiers increasingly need to collaborate across other cultures
  – Negotiation measures/models can be used before and during international negotiations
  – Models can prepare Soldiers for more effective negotiations, civilian interactions
  – Protect Soldiers and increase mission effectiveness