

# Dynamic models of the effect of culture on collaboration and negotiation



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## 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

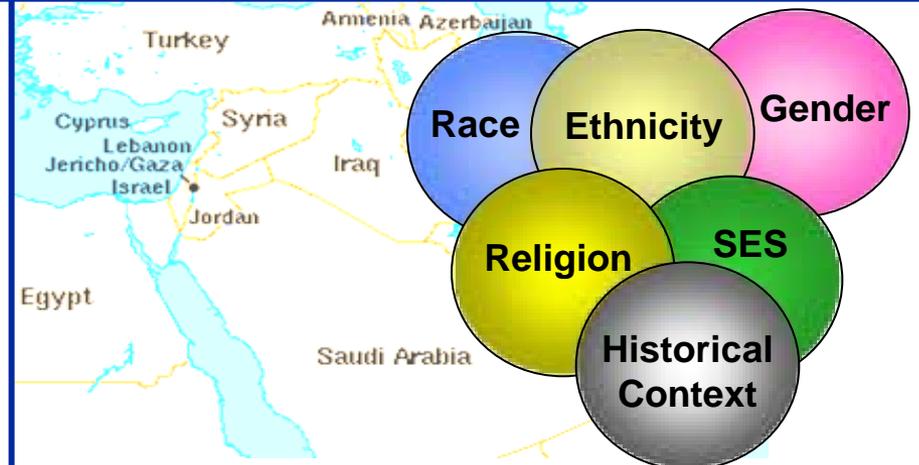
## Technical Success

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

MURI website: <http://www.muriculture.com/index.php>

## 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



**Cultural and situational variables influence negotiations with Middle-Eastern people**

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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
  - 2<sup>nd</sup> 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