

Abstract

The purpose of this study was to examine, compare and analyse various factors relating to Japanese and Thai negotiation styles. There were three main aspects of the study which can be summarized as follows :

1. examination of Japanese negotiation style
2. examination of Thai negotiation style
3. examination and comparison of the negotiation attitudes of Japanese and Thai employees at executive level.

The negotiation styles used in this study included 4 dimensions related to culture, namely, social system, communication, decision making and trust.

The researcher collected data by using questionnaires of Japanese and Thai executives in car and car spare parts industries, 200 questionnaires were circulated. Questionnaires received back were 154 sets which represented 77 %.

The analysis of the results of the study was based on the use of several statistical method. These included mean, percentage, t-test and one-way ANOVA. The hypotheses were tested at a level of significance of 0.05.

The results of the study found that :

1. Japanese and Thai negotiation styles are quite similar. Namely, they prefer to negotiate in a team. They respect the social status of the others parties while negotiating and they pay attention to build trust with the parties. However, there are some different areas in the two approaches. Thai people prefer to use verbal communication while negotiating and they can make decisions on their own at a higher level than Japanese.
2. There were relationships between respondents' individual factors, e.g. sex, age, educational level, employment duration and negotiation styles.