

Influence of Power Distance in Negotiations in India and Malaysia: Future Research Implications

Dr. Prachi Bhatt

Assistant Professor

FORE School of Management,

New Delhi-110 016

e-mail: prachi@fsm.ac.in

Abstract

Power is a very important aspect in negotiation process and outcome, conceptualised differently across cultures. Cross-cultural differences have a bearing on differences in negotiation schemes across cultural dimensions. One of such dimensions is power distance. Power distance is a cultural value that explains attitude towards inequality in a system, triggered by sources of power differentiation, like status, gender, race, age, education, etc. Power distance is a composite variable driven through specific power sources that vary in their degrees across countries.

Researches with respect to power distance in negotiations are scant. Understanding the influence of power distance that deals with unequal power distribution is relevant to be inquired. The paper attempts to explore avenues for research in this area. It highlights relevance of understanding the role of sub-culture differences in power distance sources. It endeavours to learn how different sources of power distance influence negotiator's perception and inference about the process and subsequent outcomes both in intra- and inter cultural negotiations.

Keywords: *Power Distance, Power, Cross-cultural differences, Sub-cultures, Negotiation*