

# BUSINESS NEGOTIATION AND CULTURAL IDENTITY OF ORGANIZATION

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The modern world is all the more exposed to competition, cultural identity negotiators play a greater role. Therefore, it is important that negotiators are as conscious of their cultural identity, to one side contributed to the preservation or poželjnoj development, and on the other hand, improvement, and successfully managing negotiating process. Cultural identity and the success of the negotiations are in the process of causal relations. The basic characteristics of cultural identity are cultural and moral society in which the negotiator exists. One of the important elements of improving the culture of negotiations. The construction of cultural identity is a very complex process, because the very nature of identity is very complex and contradictory. Dialectic nature of identity is reflected in the fact that it identifies and distinguishes. Identity is mutable, because the biological and social facts that determine the variables. The key process by which identity is constructed identification. Cultural identity is very important that they are cultural models that influence in the process of identification. Research says that there is causal connection between the effect of identification, cultural identity and the behavior of negotiators in the negotiations process. As a cultural form of a society utemeljeniji the authentic cultural values and generally that really has a foothold in the moral, to the cultural identity negotiator in modern conditions of globalization in all negotiations. There are a number of properties that adorn modern negotiator and his cultural identity. From the many unavoidable as there are sincerity, honesty, tolerance, understanding, flexibility, perseverance, cordiality, accuracy and so on. Modern negotiator that was successful in terms of increasing competition in the market must look like the person you saw and the other that serves as an example and accept the expression of basic cultural and moral principles. This requires modern negotiators to constantly work on the verification of basic values of your cultural identity, other costs and accept that and as such contribute to the successful conduct of negotiating processes.

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