Professor Jean-Claude Usunier will deliver a lecture on the state of the art in negotiations. This lecture is designed for a business audience and explains how the interdisciplinary field of Business Negotiations (based on mathematics, game theory, microeconomics, psychology and psycho-sociology, political science, business studies, and legal studies) has developed over the last 60 years. This presentation gives a sense of how academic research and business practice can cooperate in a highly meaningful manner to develop and disseminate knowledge that is both valuable for academia and business practice. Jean-Claude Usunier has researched on negotiation and taught many negotiation courses, especially with businesspeople. This lecture is an extension of a presentation given at the World Knowledge Dialog conference, a venue between academics and businesspeople, in much the same line as the World Economic Forum. Professor Usunier is presently preparing a new book on International Business Negotiations with Professor Pervez Ghauri from Kings College (University of London).

Presenter
Jean-Claude Usunier is professor at the University of Lausanne, Switzerland, in the Faculty of Business and Economics (HEC). His research interests are cross-cultural consumer behavior, cultural and linguistic aspects of international marketing, with a special interest in commoditization processes in international trade. He serves on the editorial board of several international business and marketing journals. His recent research was published in International Journal of Research in Marketing, Journal of Research in Personality, Time and Society, Journal of International Marketing, International Journal of Electronic Commerce, Journal of Business Communication, International Marketing Review, and European Journal of Marketing. His books include International and Cross-Cultural Management Research (Sage, 1998), Aids and Business (Routledge, 2009), and Marketing Across Cultures (Pearson, 2013).