



Faculty of Legal Sciences

International Studies Career

**CULTURE AND INTERNATIONAL
BUSINESS. CASE STUDY ECUADOR VS.
CHINA, PERIOD 2017 – 2021**

**Degree dissertation prior to obtaining the
degree of Bachelor of Arts in International
Studies.**

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Dedication.

I dedicate this dissertation to my parents, who were a fundamental pillar for me in good and bad times, to my mother Marcia Arce who has supported me unconditionally, for having been by my side at all times and reminding me how capable I am. Thank you for raising me in values and teaching me to never give up and for making me believe that I will always achieve what I set out to do. To encourage me to be a person with dreams that has big wings to fly.

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Resumen:

Este estudio analiza los factores culturales influyentes en las negociaciones internacionales, tomando como ejemplo la relación comercial entre Ecuador y China. China, un país culturalmente diverso, con una fuerte influencia económica e ideológica, y es uno de los principales socios comerciales de Ecuador. El objetivo es identificar los elementos culturales que deben tenerse en cuenta para lograr resultados positivos en las negociaciones. El análisis está dado mediante enfoques cuantitativos y cualitativos. Se examinará la balanza comercial de los últimos años para comprender la relación comercial entre ambos países. Además, se realizará una revisión bibliográfica de fuentes relevantes sobre interculturalidad en el contexto de los negocios, para obtener estrategias que puedan aplicarse durante las negociaciones. Asimismo, se llevaron a cabo entrevistas que proporcionaron información valiosa para desarrollar un modelo de acción efectivo. Considerando esto, se espera mejorar el desempeño de las negociaciones fortaleciendo la relación comercial de los dos países.

Palabras clave: balanza comercial, cultura, globalización, guanxi, interculturalidad, negociación.

Abstract:

This study analyzes the cultural factors influencing international negotiations, taking as an example the trade relationship between Ecuador and China. China, a culturally diverse country, with strong economic and ideological influence, and is one of Ecuador's main trading partners. The objective is to identify the cultural elements that must be taken into account to achieve positive results in negotiations. The analysis is given through quantitative and qualitative approaches. The trade balance of recent years will be examined to understand the trade relationship between the two countries. In addition, a literature review of relevant sources on interculturality in the business context will be conducted to obtain strategies that can be applied during negotiations. Interviews were also conducted to provide valuable information for developing an effective action model. With this in mind, it is hoped to improve the performance of the negotiations by strengthening the commercial relationship between the two countries.

Keywords: balance of trade, culture, globalization, guanxi, interculturality, negotiation.

