

Silence Speaks: The Contact–Withdrawal–Contact Cycle in Cross-Cultural Negotiations — A Gestalt Perspective on Respectful Distance.

Ekaterina Burtseva

An independent researcher, Russia

Abstract

As geopolitical tension, economic protectionism, and erratic global trade tendency have put globalization on hold, well-being of regular people is shaped by fostering meaningful contact in cross-cultural interaction. In the face of world's challenges international business negotiations are experiencing a serious transformation with a focus on human-centred and relationship-based approaches. This study shows B2B negotiations as a particular form of contact through the lens of Gestalt therapy foundation. The key principles of Gestalt perspective serve to establish a balance between pursuing one's business objectives and fostering deeper trust, long-term collaboration, and meaningful engagement, which in turn form basic systems we rely on: quality education, accessible healthcare, climate resilience, and technological advancement.

Keywords: Social psychology, cultural differences, cross cultural negotiating