

## عنوان مقاله:

The Impact of Culture on Bilateral E-Negotiations: Attitude and Goal-Based Systems

## محل انتشار:

نهمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر کسب و کار الکترونیکی (سال: 1394)

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## خلاصه مقاله:

E-commerce has become an indispensable part of today's life. New technologies have been applied to meet an ever-increasing need to undertake tasks in this area. Intelligent agents are one of such trends that are expected to make decisions similar to human beings. Bargaining and negotiation services are of most important parts of e-commerce whose processing can be accelerated by using the agents. Negotiation procedures and the way people make decisions are influenced by a number of factors. People's culture is among such factors that can, in turn, be affected by various other factors including their nationality. This study proposes a system implementing the buyer agents' goal and cultural attitude during negotiations. To assess its efficacy, the model is compared with the traditional negotiation in which the seller agent has no knowledge about the customers' culture. The results indicate that by preserving the outcomes, the proposed model decreases the time consumed for negotiations with respect to the later which concludes in about twice number of steps, in average. Considering the superiority of the proposed system (94%), its application in international business negotiations is recommended

## کلمات کلیدی:

Attitude, Culture, E-negotiation, Goal, Intelligent Agent

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