



TRUMP VS KIM JONG- UN: ARE THEY REALLY THAT DIFFERENT?

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INTRODUCTION

THE CULTURE OF USA AND NORTH KOREA

In this essay we want to talk about the cultural differences between Trump and Kim Jong-un considering also their negotiation style, in particular we are going to consider the events occurred from the year 2017, when the two leaders had some disagreements.

Donald Trump, born in 1946, is the president of the United States of America, he comes from a family of entrepreneurs. He studied economics and built his "empire", before being elected he appeared in many tv programs and some movies, he was very famous and powerful. Then he became a politician and on the 20th january of 2017 he became president of the United States. He is an independent, self made man, with enough resources to pay for almost the entire election campaign on his own, so once he was elected he was almost completely free from external pressures on relevant matters.

Kim Jong-un, born in 1984, is a North Korean politician who has been the supreme leader of the country since 2011, when he succeeded to his father Kim Jong-il, and he has been chairman of the Workers' Party of Korea since 2012. Some sources reveal that, when he was young, he has lived and studied in Switzerland. There are some insights which make us believe that he introduced a new leadership style, slightly different from the one of the father, some sources said that stores in Pyongyang were plenty of products and people in the streets looked cheerful. So a lot of people thought that North Korea was going to change a lot with him, but in reality he kept a strict dictatorship over the country, following the steps of his predecessors.

Trump and Kim Jong-un are leaders of two very different countries, one based on democracy, the other one based on a dictatorship. For this reason the culture that is present in North Korea is very different from the one that there is in the USA.

In the United States of America we can find a western culture, mixed and influenced by all the different cultures of people from different nations, who moved to the States to find a better life, in fact the US is ethnically and racially diverse as a result of this migration. The English started colonizing the country in the early 1600s but the US culture has also been shaped by Native Americans, Latin Americans, Africans and Asians. United States are sometimes described as a "melting pot" in which different cultures have contributed with their own distinct "flavors" to the American culture. English is the most spoken language in the US, but almost every language of the world is spoken there. The United States were founded on the basis of religious freedom, freedom of thought, expression and the idea of the "American Dream" that is based on the premise that anyone, from any background can achieve anything. Today many american cultural elements, especially from popular culture, have spread across the globe through modern mass media, these are elements such as the clothing style coming from celebrities and foods commonly identified as american (like hamburgers, hot dogs, potato chips, macaroni and cheese). These features have become popular mainly thanks to the large quantity of the movies produced in the US that showed the american way of life. So US is the country where everyone dreams to live and to build his/her own future. The culture is a point of reference for all the other western countries, also because today they are the most powerful country in the world, indeed they play a central role in all the international negotiations and conflicts.

North Korea officially describes itself as a "self-reliant" socialist state, and formally holds elections, though they have been described by outside observers as sham elections. In this country we have a stalinist dictatorship in which the means of production are owned by the state through state-run enterprises and collectivized farms. North Korea is ruled by the Kim dynasty, they follow the principles of socialism and in

1958 they took away all of people's private property and dismantled family groups, everything now is in the hands of the state. The first of the Kim's (Kim Jong-un's grandfather) developed a cult of personality that was later passed on to his successors. In North Korea there are a lot of restrictions concerning freedom of association, expression and movement, all aspects of daily life are subordinated to the government. People considered guilty of some crimes are arbitrarily detained, tortured and/or sent to labor camps without trial, often with their whole family and mostly without any chance of being released. Every aspect of the personal life of people is ruled by the dictatorship, they cannot exit the country, they cannot decide to go on holiday, they aren't allowed to change their residence at will, they have their national internet connection with a limited search option. Jobs are assigned by the state in accordance to its judgment of family rank, ability, and qualifications. The state atheism is established in the country and someone estimates that there are between 80.000 and 120.000 prisoners and exiles, mostly for religious reasons. Indeed the country is widely accused of having the worst human rights record in the world. For these reasons we believe that most of north korean citizens would like to escape from the regime, and Kim needs to prevent them from doing it.

So we are going to consider two leaders coming from two extremely different countries, one known for the freedom in which it was built, the other one for the strength used by its government to rule over every aspects of the citizens' life. Historically, relationships between US and North Korea have always been hostile, due to the fundamental differences between the countries and the great determination shown by the Kim dynasty to pursue the launch of the nuclear program. Following Trump's assumption of the US presidency, tensions between the United States and North Korea increased.

TRUMP VS KIM FROM 2017 TO TODAY

In this paper we are going to consider the tensions between US and North Korea from the election of Donald Trump as the president of the United States until today. Trump was elected on the 20th of January 2017, in the same period North Korea's leader Kim Jong-un announced that his country was almost done developing nuclear weapons that could easily reach the US territory. Trump at first didn't believe him, in fact on Twitter he stated that this "won't happen". Instead it did: on the 12th of february north koreans used for the first time the new Pukguksong-2, a device with a range of three km, then on the 4th of July (the day of the independence of America) North Korea launched a missile with the capability of reaching Alaska. Also in november they developed a missile that could fly for 13.000 km and so it was able to reach Washington.

Due to these experiments made by North Korea the relations between the countries became even more tense and the leaders started to thread, insult and name call one another, in a way that never happened before between heads of states. In april 2017 the North Korean government stated "its readiness to declare war to the United States if North Korean forces were to be attacked". President Trump called Kim "little rocket man" and a "sick puppy" and promised that North Korean threats to America "will be met with fire and fury like the world has never seen".

In response, North Korea issued a series of threats against the US territory of Guam as well as their allies such as Japan and South Korea. Two missiles were flown over Japanese territory and a nuclear test was conducted. So in a speech to the United Nations General Assembly in september 2017, Trump threatened to "totally destroy" North Korea if the United States were "forced to defend itself or its allies". Later Kim Jong-un called the speech "unprecedented rude nonsense" and "mentally deranged behaviour". Trump replies calling him "sick infant" and "crazy".

At the end of 2017 after another offence from Kim, Trump tweeted: "Why would Kim Jong-un insult me by calling me "old", when I would never call him "short and fat"? Oh well, I try so hard to be his friend - and maybe someday that will happen!", this made people believe that maybe, one day, their relationship could change and become more peaceful.

The year 2018 started with Kim's New Year's address, where he stated that North Korea was ready to attack US with his nuclear button, and Trump replayed: "North Korean leader Kim Jong-un just stated that the "nuclear button is on his desk at all times". Will someone from his depleted and food starved regime please inform him that I too have a nuclear button, but it is a much bigger and more powerful one than his, and my button works!"

Unexpectedly, on may 10, 2018, Trump announced that he would have met Kim on June 12 in Singapore, a neutral territory. The most unusual aspect of the US and North Korea negotiations is that Trump and Kim planned to appear in person at the negotiating table. No US or North Korean leaders had negotiated in person before, which meant that they relied a lot on their capabilities and on the importance of that meeting. However somewhat later the US President cancelled and rescheduled the meeting, where the two leaders reached an historic agreement. According to it, North Korea restored its commitment to the Panmunjom Declaration, signed in 2017 between North and South Korea, to completely denuclearize the entire Korean Peninsula. Moreover Trump said he would have suspended US - South Korea military exercises and Kim agrees to destroy a missile-engine test site. The aim was to achieve "peace and prosperity" through cooperation between the countries. Indeed on June 23 North Korea was removing anti-US propaganda.

On February 27 and 28, 2019, Kim and Trump met again in Hanoi, Vietnam, where they couldn't find an agreement over sanctions relief and denuclearization. Kim didn't agree on all the Trump requests about that topics. Indeed he declared to be ready to take down part of the North Korean nuclear arsenal in return for the reduction of the US sanctions. But for the US President this initiative wasn't enough. They left Vietnam early without a signed joint statement. Trump said the discussion would have continued after the summit with friendly terms, while Kim warned the US President that he would not have changed his mind.

The last meeting happened on June 30, 2019, when they met in the demilitarized zone separating North and South Korea. They shook their hands and by stepping across the border Trump became the first US President who entered North Korea. They decided to restart the nuclear negotiations by relying on their "great relationship". According to the *New York Times* this meeting could lead the way to the recognition of Pyongyang as a nuclear power by the US. Kim could give up the nuclear complex in Yongbyon and Kangson in exchange for the removal of the toughest sanctions by the US.

THEORIES AND APPLICATION

In doctrine there are three main theories which can explain and analyse cultural dimensions: Hofstede's six dimensions model, Trompenaars' seven dimensions of culture model and Schwartz's seven dimensions culture model. All these models are aimed at the deepening of all the elements which characterize a culture and define patterns of thinking, feeling and acting of the two leaders. Indeed we applied some of the cultural dimensions, identified by this model, to the two individuals, in order to understand the real reasons behind their actions and choices. In the end, in order to analyze the negotiating behaviour of the two leaders we refer to the five negotiation styles model, which allows us to classify their political strategies according to the different categories underlined by the theory.

CULTURAL DIMENSIONS THEORIES

Hofstede's six dimensions model:

Hofstede carried out an international comparative research project which brought him to identify the following six dimensions of national culture:

- Power distance: *"that is, the extent to which the less powerful members of organisations and institutions (like the family) accept and expect that power is distributed unequally"*¹.
- Individualism versus collectivism: *"This describes the degree to which the individuals are integrated into groups"*².
- Masculinity versus femininity: *"Tendency of a culture to support traditional masculine orientation"*³.
- Uncertainty avoidance: *"it indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations"*⁴.
- Long-term orientation: *"How every society has to maintain some links with its own past while dealing with the challenges of the present and future"*⁵.
- Indulgence versus restraint: *"Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms"*⁶.

We decided to choose two of these cultural dimensions in order to analyse the behaviours of the leaders and to understand if they are coherent with the culture of their countries.

The first one is the power distance, this differentiates a lot Kim and Trump: the north Korean leader rules over a dictatorship, he is in charge of the control of the country because he is part of the Kim dynasty, so he establishes a great power distance with respect to the other people. In north Korea the predecessors of Kim Jong-un conquered the power, and the citizens were forced to submit to them, otherwise there would have been severe consequences, like imprisonment or forced labour. Today Kim continues to carry on this style of leadership and command over people, and for this reason citizens are really afraid to go against the regime, they accept the distribution of power and they expect it even if they do not agree with it. Trump instead is the President of a democracy, he has been elected from the citizens, and when he takes decisions his power is subordinated to the congress. The citizens accept the power of the president but they choose him every four years, and also if during the term of his mandate the congress starts to disagree with his work they can remove him. Both Kim and Trump respect the power distance of their country, in the case of North Korea the dictatorship was established by the Kim dynasty and Kim has some power over it, if he wants to change something in order to make the regime even more powerful. In the United States instead, Trump can't change all the aspects of the institutions at his will, he has no full power.

The second one is the last dimension of the model: indulgence versus restraint. In North Korea we have a restrictive type of society, the regime rules over every aspect of the daily life of people, it is the regime that decides which products are going to be sold in the markets and so which products people are going to eat or buy. People can't decide their profession or move freely in the country, citizens have also to apply to the regime so as to take a vacation because it has to approve the decision. In North Korea there are often

¹ Hofstede's Dimensions of Culture and their Influence on International Business Negotiations

² Ibidem

³ Ibidem

⁴ Ibidem

⁵ <https://www.hofstede-insights.com/models/national-culture/>

⁶ Ibidem

problems concerning short supplies of food, which needs to be rationated by the regime. In this country people have to follow strict rules that are implemented by force, their needs are often not met. Kim rules over this country and he is used to have control over every aspect of his citizens life. Contrary to what happens to people in North Korea who have limited food, Kim lives in abundance, with unlimited access to whatever he wants.

The United States are based on an indulgent type of society. The US was built based on freedom and the search for happiness and success, people are free to pursue their goals, enjoy life and have fun without many restrictions. US have always been known world wide like the country in which dreams come true and where everyone can reach success no matter where they come from. Today Trump is slightly changing this idea, people coming from other countries are less welcomed in the United States due to the changes in immigration policies that the government introduced. Trump's administration focuses on satisfying the needs of the american born people that have many rights, instead they made it more difficult to remain for the immigrants that are often repatriated.

Trompenaars' cultural dimensions model:

Trompenaars developed this seven dimensions of culture model which differentiates cultures based on their preferences in the following seven dimensions:

- Universalism vs particularism: *"Cultures based on universalism try to treat all cases the same. The focus is more on the rules than the relationship. Cultures based on particularism will find relationships more important than rules."*⁷.
- Individualism vs communitarianism: *"Individualistic cultures believe that your outcomes in life are the result of your choices. Cultures based on communitarianism believe your quality of life is better when we help each other"*⁸.
- Neutral vs affective: *"In a neutral culture, people tend not to share their emotions. In an affective culture, it considered normal that people share their emotions"*⁹.
- Specific vs diffuse: *"In a specific culture, people tend to keep their personal and work life separate. In a diffusive culture, people tend to see their personal and work life as interconnected"*¹⁰.
- Achievement vs ascription: *"In an achievement culture, you earn status through knowledge or skill. In an ascription culture, you are given status based on who you are"*¹¹.
- Sequential time vs synchronous time: *"In a sequential time culture, time is very important. In a synchronous time culture, people see the past, present, and future as interwoven"*¹².
- Internal direction vs external direction: *"In an internal direction culture, people believe that they can control their environment to achieve their goals. In an external direction culture, people believe that they must work with their environment to achieve their goals"*¹³.

As regards this model we decided to focus on three dimensions which according to us are able to better explain the two leaders' actions.

⁷ <https://expertprogrammanagement.com/2017/10/trompenaars-cultural-dimensions/>

⁸ Ibidem

⁹ Ibidem

¹⁰ Ibidem

¹¹ Ibidem

¹² Ibidem

¹³ Ibidem

The first dimension we are going to consider is individualism versus communitarianism. In US it is believed that the achievements of the individuals are the result of their choices, good decisions bring good outcomes bad decisions instead bring bad outcomes. Trump is a big supporter of this theory, in fact he came almost from nothing and was able to build a fortune, making good decisions that brought him where he is today. In North Korea instead people are not allowed to take decisions such as choosing a job, it is the regime that chooses it for them and people are forced to obey to the orders without complaining. North Korea is based on a socialist view of economy, every industry is owned by the state, people can't own them and it's very difficult for them to improve their quality of life. The regime is believed to make people cooperate for a greater good, that is the survival of the country that has very few trades with the outside countries. Kim believes in this system, because it's the only way to make the regime survive and thrive, but when he takes decisions he isn't particularly concerned about the wellness of the citizens, his only goal is to show the world the power of the country and to protect the regime from coup d'etat.

The second dimension is achievement versus ascription, here we can find a deep difference between Korea and United States. The US is based on achievement, in this country you can earn status by using your knowledge or skills, and people that come from nowhere and find success are very estimated. The United States is known for the great amount of startups and companies that are founded every day and where people put their expertise, work and hopes to find fortune and success. Trump comes from this, he is a self made man who founded a company and with his skills he made it successful. In the same way Trump achieved his role as president of the United States, he was elected by the people who chose him based on his ideas and personality. In Korea we can find an opposite situation, this country is based on ascription, it's very difficult to earn status, which is given at birth: if you are a member of Kim's family or of a family that distinguished itself during the war you are going to have a great life. If instead you are not a member of an important family you can only earn status by doing something useful for the regime (for example exposing someone you know who is working against the Kim dynasty, or a christian or a spy for other governments). Moreover Kim Jong-un didn't earn his place as head of state, he was born in it and he spent all his life being worshipped for something he has no personal credit for.

The third dimension is internal direction versus external direction. In the US people believe that they can control their environment so they have an internal direction, in this country in fact people can show their disapproval for some decisions of the government by manifesting in the streets, and their instances are often met because this is a democratic country. In North Korea instead people are forced to work with the present environment, they can't go against the regime and they absolutely can't manifest in the streets their ideas, because Kim can and will use the force on them. So there are a lot of differences considering this dimension between US and North Korea, but we believe that both Trump and Kim aren't influenced a lot by their citizens will. They have different reactions to the people's objection. In the case of Kim he most of the times kills or imprisons anyone who is considered a danger for his regime. On the other hand Trump often doesn't care about what people think even if they organize protests, such as in the case of the Mexican wall or the climate change movements, he ignores them and he doesn't change his mind.

Schwartz's seven dimensions culture model:

The psychologist created this model which identifies the following seven cultural values that could drive the individuals' action:

- Embeddedness vs autonomy: in embedded societies individuals place a great value on the social relationships, on the identification within the group and on the maintenance of the status quo. In

autonomous societies individuals are seen as autonomous and as the expression of their own uniqueness. Schwartz distinguishes from affective and intellectual autonomy.

- Hierarchy vs egalitarianism: hierarchical societies are organized in fixed structures and each individual has to respect his role. In egalitarian societies individuals are all equal and collaborative.
- Mastery vs harmony: mastery is characterized by the search for success through personal actions, encouraging independence and ambition. Harmony refers to the acceptance of the individual's place in the world, underlining the importance of the group.

Concerning this model we chose to analyze the mastery versus harmony dimension. According to us, US could be considered a country based on mastery since, as we specified previously, the United States are a country in which people are encouraged to become the best version of themselves. They are ambitious and their commitment is usually rewarded, they can build their own "empire" starting from nothing and achieve success. On the other hand in North Korea people are not allowed to achieve higher social and working positions without a specific reason. They have to accept the role they have in accordance with the family in which they were born and only in special cases they could improve their social status. Trump and Kim perfectly reflect the cultural dimension prevalent in their countries.

NEGOTIATION STYLES

Now we are going to analyze Trump's and Kim's negotiation style, mainly during the controversy between the US and North Korea, that took place in 2017/2018, considering the five negotiation style model and the prism of the public roles.

Many say that Trump is a poor negotiator and that this is the reason why US in the past few years had many misunderstandings with other countries. "His negotiating skill consists of screaming and threatening," "Donald has no subtlety and no sense of humor" (said Alan Lapidus, the former architect of the Trump Organization). "His style involves a hostile attitude and a bullying method designed to wring every possible concession out of the other side while maximizing his own gain", "He's not interested in 'win-win' deals, only in 'I win' outcomes" (Michael D'Antonio, Trump biographer who interviewed him many times).

Trump negotiation style is extremely competitive, he places a high value on winning. In fact, evidence suggests that he is more than simply competitive, rather, his behavior falls into the category of "hypercompetitive." John Houston and his colleagues describe hypercompetitiveness as "a dysfunctional form of extreme competitiveness linked to neurosis and representing an indiscriminate need to win at all costs. In contrast to 'normal' competitiveness, hypercompetitiveness is associated with heightened self-worth fluctuating with underlying low self-esteem, high levels of neuroticism, decreased need for others, and interest in admiration and recognition from others". In Trump's own words: "My whole life is about winning, I always win" (Trump 2015). So it is no surprise that in the quarrel with North Korea, Trump started out with a competitive style of negotiation. Kim Jong-un threatened the US with their nuclear power, so Trump tweeted back defending his country and he was very reassuring by doing so. In the beginning of the dispute there were a lot of threats from both sides, Trump more than once threatened to destroy Korea if they would have kept going on their path.

Trump could be considered an observer: he begins a negotiation with an assessment of his counterparts' strengths and vulnerabilities: "Learn your adversary's strengths and weaknesses: find out who your adversaries are, what resources they have, who is backing them, how much they want, why they want it, how much they will settle for, and how much they will pay or insist on receiving" (Trump 2006). Trump does

not empathize with his opponents; he sizes them up. As regards the nuclear negotiation with North Korea, Trump the observer was impatient to meet Kim so as to assess his counterparts characteristics. Indeed after the Singapore summit Trump affirmed “more importantly than the document (joint communique signed at the summit), I have a good relationship with Kim Jong-un. That’s a very important thing” (Trump 2018). At that moment he adopted a more compromising style by deciding to put slightly aside his national goals and try to develop a relationship between the countries. However during the meetings both Trump and Kim tried to achieve as many as possible for their country, especially Trump kept his competitive style of negotiation mitigating it with a little of cooperation, mainly because he was very aware about the fact that he was the leader of the most powerful nation on the planet and that North Korea doesn’t stand a chance against US.

Trump is a performer, he always tries to catch the attention of the media in order to use publicity to maximize his leverage in a negotiation and his dominance over his counterparts and he is a controller since he wants to be in charge of both decision making and information. When the Singapore summit took place Trump the performer staged a prime-time handshake with Kim, maximizing media exposure. During that meeting, Trump showed Kim a short promotional film, produced by the National Security Council, to sell the North Korean leader on the idea of peace. The movie began by showcasing the spectacular gains that North Korea would make if it was to accept American denuclearization proposals.

Trump the controller sympathizes with authoritarian efficiency (BBC News 2016, 2017; Liptak 2018). His meeting with Kim Jong-Un, and the manner in which he accepted Kim’s invitation to the Singapore summit without extensively consulting with his principal aides suggests that the controller role was predominant. After all, meeting Kim was the only way for Trump to receive a public denuclearization commitment from North Korea’s supreme authority. Finally he is a disrupter, he has a fighting style, his actions are driven by instinct. Trump the disrupter issued both direct and ambiguous threats to diminish the attractiveness of Kim’s existing option, which was to press ahead with nuclear weapons development, he also threatened the escalation of economic punishment.

About North Korea’s head of state we haven’t as many information as we have about Trump, due to the fact that the regime prevents the circulation of information outside the country and also because north koreans can only speak highly about their leader. However we are going to consider public speeches and actions that Kim Jong-un took during the controversy with the United States to analyze his negotiation style.

As said before Kim was the first who started with threats, he was very aggressive towards the US, his objective was to spread fear related to the power of North Korea in the hearts of US citizens. So in the beginning he adopted a competitive style of negotiation, he wanted to show off his military power to reaffirm the strength of Korea and their capability: the developed powerful weapon that could put the US at risk. His behaviour was very impulsive, he didn’t think so much about the strength of the country he was threatening, and after the threats there was the name calling that made the situation even worse. We believe that his behaviour comes from the power that he has in his own country, there he can do whatever he wants, without anyone standing up against him.

Kim could be considered an observer because he is known as an expert military strategist, he loves being captured while he is studying how to carry out a nuclear attack against US. This is also a signal of his intention to use the nuclear weapon in response to a concrete attack of the US, as he stated in the 2018 New Year’s address, when he declared to be ready to attack the US with their nuclear button. For this reason he could also be considered a performer, we all know that one of the reasons for the escalation of the conflict between Trump and Kim are the experiments that were carried out by the north korean leader, such as the missile which reached the Alaska. He also showed a propaganda video with a destroyed

Washington. Since he is a dictator he is also a controller, he decides for his own country, no one has the power to influence his actions. He is also a disrupter since he always replied to the abuses made by Trump calling him "old" or saying things like "unprecedented rude nonsense" and "mentally deranged behaviour" referring to a speech made by the US President.

Obviously the intimidations couldn't continue forever and so there was the decision of the two leaders to meet, during the negotiations Kim appeared to be more willing to find a compromise because he was aware that having a bad relationship with Trump and his country could have been unprofitable for North Korea. So during the meeting Kim's style of negotiation changed becoming more compromising: this is the "I win/lose some, you win/lose some" model so in this case compromisers trying to reach an agreement relinquish some terms in favor of gaining others. We can assume this based on the fact that in the meeting in Singapore they reached a compromise: Kim agreed to partially denuclearize the country and Trump reduced the sanctions imposed on the counterpart. Later Kim allowed president Trump to visit North Korea, making him the first president of the United States to set foot in the country.

From this analysis we can see that both head of states have strong personalities, they started their relationship with a competitive behaviour, they wanted to show their power and they claimed to start a nuclear war. But then they realized they needed to reach a compromise, since the US is the most powerful country in the world and North Korea couldn't really compete with them. So Kim starts to become slightly less competitive and also Trump talks about the possibility to build a positive relationship with his counterpart.

LEADERSHIP STYLES

In the end we decided to analyze the two individuals from the standpoint of their leadership style and in order to do that we applied the theory of the six leadership styles by Goleman. He identified six different kinds of leadership which have different effects on people's emotions and each one of them has its own strengths and weaknesses. According to Goleman, the six styles should be used interchangeably, depending on the specific needs of the situation and the people that you're dealing with. Anyway we can classify the head of states' leadership style according to their prevailing behaviour.

As regards Kim he definitely is a coercive leader: his style is characterized by orders, punishments and tight control. In fact through his dictatorship, as we said before, he takes away the citizen's freedom, and he uses drastic measures to maintain his leadership, in fact he decided to execute his uncle in a very brutal way because he believed that Jang Song Thaek was plotting a coup. This style could be useful in crisis situations so as to respond promptly to them, instead it only creates tensions if used regularly, as Kim does. Concerning Trump, despite he should have a democratic style as a President of a democracy, he sometimes turns out to have a coercive style too. Indeed there are several examples of situations in which he took decisions clearly against the majority of the citizenship's will. Some examples that we can mention are the recent murder of Soleimani, whose decision was taken by Trump without any consult with other US institutions, or all the sanctions that he is imposing on Mexico.

So despite they should have different leadership style, due to the different systems of government of their countries, they are not appearing to be so different.

CONCLUSIONS

We have decided to analyze two leaders that come from two very different cultures, to do so we have used different tools such as the Hofstede's six dimensions model, Trompenaars' seven dimensions of culture model and Schwartz's seven dimensions culture model. Then we have classified their negotiating behaviour and their leadership style through the application of the five negotiation styles model and the six leadership styles by Goleman. Using this instruments we came to understand Trump's and Kim's profile.

Thanks to the application of the cultural dimensions model we understood that they rule over two very different countries: a dictatorship and a democracy. In fact they have two different powers: Kim has full power over his nation while Trump has not. Kim came to power because he is part of the Kim dynasty, while Trump is a self made man, an entrepreneur who won the consensus of the people in the elections. Due to Kim's regime People in North Korea live with no freedom, with almost no options to improve their living conditions, people in the US instead enjoy their life and can have fun without restrictions, they are allowed to search for their own success and this is well seen, in fact US has always been considered the country of opportunities in which people applying themselves can make their dreams come true.

According to the negotiation styles, in the dispute between US and North Korea the two leaders both started with a competitive behaviour, Trump because he's the President of the most powerful country in the world and Kim because he declared to have a nuclear button able to reach the US. Some months later their tone started to become less tense because they understood they couldn't set off another world war, so they tried to establish a more positive relationship and to find a compromise which could be really convenient for both. Today they're still striving to achieve this goal. One of the most difficult aspect regarding their relationship is that they both act as bullies, in fact they are used to treat others with little or no respect. This comes from the fact that Kim Jong-un has lived most of his life being considered the most important authority in the country, someone not to cross and this formed his ego. Trump instead gained fame and success on his own and this made him believe that he stands on a higher step than the others.

As regards their leadership style, we have some similarities, they both are authoritarian leaders, even if with some differences. Indeed Kim has a more violent behaviour which is allowed by the fact that he rules over a dictatorship, so he can decide to kill or imprison people without trial, just accusing them of a conduct that is against the regime, people could be killed just because they have ideas that are different from the regime's. On the other hand Trump cannot commit those abuses, he is the President of a democracy, although he sometimes takes decisions without consulting the other democratic institutions, and without considering what the citizens think, so as an authoritarian leader. In fact a lot of polls show that many americans have ideas concerning environmental law, abortion, free health care and immigration that are opposite from Trump's, but when they manifest their believes in the street the president does not consider their voice. Also during press conferences Trump doesn't encourage dialogue, he tents to remove reporters that ask hard questions concerning topics that he doesn't like or that are not part of his program. So in a certain way he kind of controls the press, like it happens in every authoritarian regimes, like North Korea, where Kim Jong-un has total control over what is published or reported.

Also we have to consider that in some speeches Trump throws hints about extending his mandate saying things like "The president of China became president for life, he succeeded, we have to try someday". So in a way he looks at strong, autocrats men, like Kim, with admiration, he would like to have that kind of power and with his statements he makes the press talk about this topic and plant the seed in people's mind.

So, even though Kim and Trump come from very different countries with different cultures and values, they have had different lives and obviously they can't behave the same, because of the different forms of government that there are in the US and in North Korea, the two leaders have many similarities in their beliefs, comportments and actions, they are not so different as they may seem and this may be the reason why the conflict between the two nations is still going on.

To solve the issue between US and North Korea we believe that since they are two competitive leaders it's quite impossible that one of the two will give up to the conditions of the counterpart. This would mean that the loser would turn out to be a weak leader. For this reason we believe that they should carry on with the softer tones that they started to have during the meeting in Singapore in 2018, in order to try to build a more positive relationship and find a compromise, which could bring the parties involved to satisfy their main interests while giving up something else for the greater good. They could try to negotiate the deal that they opened in Vietnam and that they discussed about in the meeting in the demilitarized zone in June 2019: Kim could give up the nuclear complex in Yongbyon and Kangson in exchange for the removal of the toughest sanctions by the US. For Kim this could be a convenient arrangement since the closing of Yongbyon wouldn't reduce the dimensions of the North Korean arsenal, it only would slow down the production of the nuclear weapon. Trump could benefit from this deal because this would mean dismantle one of the major North Korea's nuclear facilities, slowing down Korea's nuclear plan, and making less valuable their threats to the US.

So Trump and Kim Jong-un at the beginning of our paper seemed two really different subjects, in the end they have proved to be similar in many aspects. They both have a lot of power and their conflicts could be dangerous for the whole world, not only for US and North Korea, for this reason is particularly important that despite their competitive negotiation style and their aggressive character they both keep trying to collaborate with one another to reach a positive relationship.

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