

- + Negotiation
- + Form
- + Why?
- + Self-negotiation

- + Factors influencing the process of negotiation
 - ↳ Social factors
 - ↳ Cultural ..
 - ↳ Psychological
- + Strategies of negotiation and cultures

Factors influencing the process of negotiation:

* Social factors:

- Understanding the social constraints on the negotiation, is extremely important.
- Negotiation occurs in a context of social dimension such as Age, Sex, Education, social status (high/middle/low s.s), occupation, Region (regional diversity), type of relationship (formal/informal).

* Cultural factors:

- Individuals from diverse cultures may place differing levels of value upon the outcomes (interests or objectives) and process of negotiation.
- like: Traditions, customs and habits (greeting, turn taking, distance between you and other person)
 - Values
 - Modes of behaviours
 - Modes of thinking

⇒ affect the negotiation context

* Accommodate = to assimilate to a new environment or a different set of rules.

* Psychological factors:

Human psychology is an important factor to take into the highest consideration when analysing negotiation contexts.

A central determinant of the psychological dimension is that our attitude of an event or phenomenon, powerfully affects our physiological, emotional, and behavioural responses to it.

Motivation can also affect a negotiator self-efficacy;

- instrumental motivation (Short term)
- integrative motivation (Long term)

Strategies of negotiation:

[characteristics of the three aquatic species
human performance in the negotiation

* Dolphin strategy of negotiation:

Dolphins live and travel in groups, often family groups. Unlike carps and sharks who believe they live in a world of scarcity, the dolphin believes in abundance.

→ Clearly, cooperative, collaborative, adaptive strategies are the core of dolphin tactics. Dolphins have a high level of intelligence and ability to learn from experience, when dolphins do not get what they want, they quickly and precisely alter their behaviors in sometimes ingenious ways.

In negotiation, dolphins have the ability to successfully adapt to any situation they encounter. They adopt a **win-win strategy**; dolphins are poised to take advantage of situational weaknesses in enemies who would attack them at the same time as they work together to protect the long term core interests.

* Carp strategy of negotiation:

Like sharks, carps believe in scarcity; but unlike sharks, carps believe that in a negotiation, they can never be the winners. Because of this belief, they focus their efforts on not losing what they currently have. Carps do not like any type of confrontation, so their normal response in negotiating is to give in or get out; **strategy lose-win**

→ Carps are peaceful, defensive, pacific...

* Cultures: Collectivist cultures (Asia - Arab)

Based on {

- Communism
- Uniformity
- Similarity
- Conformity

⇒ **Resistance to change** (= menace) (≠ threat)

- Long term oriental
- Follower-ship