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| <b>Titel</b>        | <b>International Negotiations: Personality, Gender and Cultural Aspects</b>                         |
| <b>Typ</b>          | <b>Soft Skill Seminar</b>   |
| <b>Veranstalter</b> | <b>Dr. Mary Papaschinopoulou M.L.E. – International Corporate Diplomacy &amp; EU Public Affairs</b> |
| <b>Zeit</b>         | <b>18. -19. März 2021, 9:30-18:00</b>   |
| <b>Ort</b>          | <b>AUB Online</b>   |
| <b>Sprechstunde</b> |   |

### Inhalt und Ziele

#### Kursbeschreibung:

Negotiations conducted by individuals and companies in the context of international business, governmental matters and dispute resolution are increasingly important in today's global setting. Whereas classical negotiation theory builds upon powerful negotiation skills, tools and strategies, recent literature and research suggests that the Personality of the dealmaker (traits, gender, culture) does matter. This seminar combines basic classical negotiation theory with cutting-edge negotiation psychology, a personalized approach and modern profiler tools to enable participants make the best of their own negotiation style.

#### Contents

- 1) Introduction: Scope, objectives, personal profiling exercise
- 2) Basic negotiation skills
  - Preparing a negotiation
  - Understanding the zone of possible agreement
  - Practical tools and strategies
  - Personality in negotiations (Personality traits, gender, culture)
- 3) Simulation (real case study)
- 4) Wrap-Up: Evaluation and recommendations for further development of personal negotiation style

**Ziele:** -Learn the basic skills by which parties overcome competing interests to resolve a particular issue

- Understand the impact of personality, gender and culture in international negotiations
- Explore your own personal negotiating style with a modern profiler tool
- Put into practice your dealmaking skills in a simulation
- Get specific recommendations for further development of your negotiation style

### Themen und Literatur

|    | Thema  | Literatur |
|----|--|-----------|
| 1. | Harvard Management Essentials (2003): 'Negotiation', Boston  |           |
| 2. | Fisher et al (2011): 'Getting to Yes. Negotiating agreements without giving in', 3 <sup>rd</sup> ed.. NY   |           |
| 3. | Hernandez-Arenez, Iribarri (2019): 'Review of Gender Differences in Negotiations', Oxford Research Encyclopedia, <a href="https://doi.org/10.1093/acrefore/9780190625979.013.464">https://doi.org/10.1093/acrefore/9780190625979.013.464</a> |           |
| 4. | J. Mulholland (1991): 'The Language of Negotiation – A Handbook of Practical Strategies for Improving Communication', Taylor & Francis Ltd, Oxford   |           |
| 5. | Benoliel, Mukherjee, Yong (2020): 'Negotiate, Persuade and create great deals',  |           |

|     |  |  |
|-----|--|--|
|     | World Scientific Co Inc, Singapore   |  |
| 6.  | Gelfand, Brett (eds) (2004): 'The Handbook of Negotiation and Culture',<br>Stanford University Press, California |  |
| 7.  |  |  |
| 8.  |  |  |
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**Bewertung**

**Prüfungsform:** Active participation in the sessions