

“Impact of emotional attitude on course and outcomes of negotiation”.

The subject of this PhD dissertation is the impact of emotional attitude on the course and outcomes of negotiation. The work consists of seven chapters.

The first chapter contains literature review on positive and negative emotions creating process of negotiation. The second chapter concerns impact on emotional intelligence on negotiating behavior. In the third chapter it was presented a scheme of personal research and methodology and also techniques of measurement dependent and independent variables.

Research hypotheses were also phrased:

1. Positive attitude to opponent during the negotiation leads to achieve better personal outcome than negative attitude.
2. High level of negotiators' emotional intelligence helps to achieve better profit.
3. Negative emotions revealed by negotiator foster less profitable contact for his or her interlocutor.
4. Perceiving positive partner's attitude, negotiator increases the level of expectations and achieves a better contract.

The following chapters of this dissertation show the specifics of three types of negotiation situations. The subject of each experiment is buying or selling a printer.

The first experiment- EXPECTATIONS- was concentrated on images of negotiation partner and influence these images have on expected negotiation agreement. Respondents (180 persons) did not negotiate but only they made presumable strategies.

The second experiment- NEGOTIATION GAME, concerned how the attitude to interlocutor created just a business start up impacts on negotiation course and outcome. It was negotiated in randomly selected dyads “buying- selling”. There were 160 persons tested in this research.

The third experiment- ARRANGE GAME- was based on carrying out negotiation with supposititious partner (actor) his or her task was exhibit of kindness to one half of interlocutors and reluctance to another half. In this research 90 persons took part.

The following research methods were applied:

1. Negotiation game buying-selling the printer
2. INTE Questionnaire (Emotional Intelligence Questionnaire) N.S. Schutte, J.M. Malouffa, L.E. Hall, D.J. Haggerty, J.T. Cooper, C.J. Golden, L. Dornheim
3. Knowledge on negotiation test
4. Survey: Opinion on negotiation

5. Self-evaluation and evaluation of the representative of the second part in negotiation
6. Affective competence test (Z. Nęcki)

The seventh chapter, consist of interpretation of tested dependences and summing up obtained outcomes.

The outcomes of performed research proved only partly the validity of assumed hypotheses.

It was showed that in the experiment EXPECTATION case, the group tested with favorable perception of interlocutor, and those tested with hostile image of opponent, there exists

“desirable perception of own success”, in other words, in both groups no matter what perception of interlocutor (kind or not), there were expected considerable own profits.

The results of experiment NEGOTIATION GAME showed that during the negotiation positive attitude to opponent is related with achieving worse outcome of agreement then when interlocutor is oriented negatively. If both sides have positive feelings about each other, gaining a better or worse outcome is connected with a role played by the subject in buying or selling role.

In dyads, where reciprocal hostility exists, selling persons who exhibited negative attitude to their partners gained an advantage in negotiation.

The outcomes of experiment ARRANGE GAME demonstrated that negative emotions revealed by negotiator (actor) lead to transact less profitable contracts by subjects. On the other hand the result of showing positive emotions by negotiator (actor) leads to gain more profitable contract for himself/herself.