

Abstract

Management of the negotiation process with particular emphasis on the preparation phase.

The dissertation is devoted to the issue of negotiation with particular focus on the preparation phase. The author has been interested in this subject for several years. Her professional experience brings considerations on the subject and proves that preparation is an essential, although underestimated, phase of the negotiation process as it affects the outcome of negotiation. This idea constitutes the main assumption of the dissertation; the negotiation preparation phase is essential, although underestimated, in the negotiation process.

In order to prove the assumption, the author chose an anatomical, so to say, approach, penetrating (at least intentionally) deeply the structure and criteria of the negotiation process, particularly the preparation phase in a quest for an answer to a query on the source of success and failure in negotiation. The theory of negotiation has been taken into consideration as well as the author's own research, which was conducted in two directions:

- (1) the criteria taken into account in the negotiation preparation phase and their weight established on the basis of surveys conducted among car dealers in Poland;
- (2) descriptions of 12 negotiation case studies, 6 successful ones and 6 failed ones, and the analyses of sources or reasons for their success and failure; the research was conducted by means of a participant interview technique on the basis of prepared partly-structured interview questionnaires.

The dissertation is interdisciplinary in nature. It is placed on the interface of strategic management, organizational methods and management techniques as well as sociology and management psychology.

The author hopes that on the basis of the literature studies on the subject and own research she managed to prove the main assumption as well the three complementary ones.

The dissertation comprises introduction, three theoretical and two empirical chapters, conclusions and recommendations. It consists of 179 pages, with the inclusion of 5 attachments. The research was conducted in 2011 and the dissertation was concluded in 2013.