

СЕКЦІЯ 5. УПРАВЛІНСЬКІ АСПЕКТИ РОЗВИТКУ ДЕРЖАВИ, РЕГІОНІВ, ПІДПРИЄМСТВ ТА БІЗНЕСУ

Characteristics and features of effective negotiations

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Negotiation and negotiation techniques are widely recognized areas in the business world. Negotiation is a skill that everyone needs in this life, everyone in this community. In accordance to [1] negotiation is a process by which two or more parties who have a belief in the existence of common and overlapping interests and interests interact and that achieving their goals and obtaining desired results requires communication between them as a more appropriate way to narrow the area of difference and broaden the area of participation between them through discussion, sacrifice, argument, persuasion and objection to reach an acceptable agreement to the parties on topics or issues of negotiation.

The main elements of negotiations are presented below [1,2].

1. Each party has a goal or a number of goals that it is interested in achieving through the cooperation, sacrifices or concessions offered by the other side.
2. There are two or more parties who have a real desire to communicate and interact with each other to achieve beneficial results for them.
3. Negotiation takes place only when there are two or more parties with common issues or interests, despite the possibility that there may be differences of opinion between them.
4. Each party is convinced that direct contact, interaction and appropriate response to the other party is the most effective means to achieve satisfactory results for each party.
5. Each of the parties is convinced that it has the capabilities that enable it to persuade the other party to amend its position and make concessions in its original demands to reach an agreement that achieves the just interests of all parties.
6. The emergence of the need for negotiation and its conviction in it depend on the possibility of creating a common area between the areas of disagreement between the negotiating parties.
7. There is a willingness on the part of each of the parties to amend its original position if the other side presents acceptable arguments in order to reach the best results for the parties.

8. There is an impression on each of the parties that the others have the conviction that negotiation is the best way to maximize the common interests of the negotiating parties.

9. The success of the negotiation depends to a large extent on the method of employing the skills and capabilities of the individuals and negotiation teams in the preparation and implementation stages of the negotiation and the drafting of the agreement between the negotiating parties.

10. Negotiation is an interactive social process in which negotiation skills, influence and persuasion skills are used. It does not depend on mere facts and logical calculations, but rather includes many aspects of desires, motives, needs, trends, emotions and emotions.

11. Negotiation is related to the human instinct, as a person practices the negotiation process from his birth until his death, even if the goals, methods and tools differ, where we see the child using the weapon of crying and screaming to express his need for food or the feeling of pain as a means of attracting attention and obtaining attention and affection from those around him in order to get his needs.

Characteristics of negotiation are analyzed next. The main, is that negotiation is a tool to settle the conflict, but its continuation is dependent on the continuation of the common interests and their collapse automatically resulting from the collapse of those interests. Negotiation is a tool that we resort to in order to preserve the common interests, but the existence of those interests or the hope of achieving them is a condition in the emergence and continuation of the need for negotiation. Also negotiation is a complex social process that affects and influences the structure of social relations, and is influenced and affected by the attitudes of negotiators. In addition, negotiation is a process that is affected by the personality of the negotiators as well as by the forces and resources available to them, not only from the angle of the material and objective content of those forces and resources, but from the angle of what each of those forces and resources are aware of and also from the angle of the ability to use them intelligently [3].

The effects of negotiation usually go beyond what is concluded in terms of agreements or deals, as it extends to the relationships that accumulate and the positive or negative repercussions on those relationships as a result of the negotiation. It is necessary to mention that negotiation is affected by many considerations, such as the opponent's expectations, the negotiator's estimates, the opponent's behavior, past and subsequent relationships, supportive customs and traditions, the language used, and the stated and undeclared goals. The outcome of the negotiation is also affected by considerations outside the negotiation table and negotiator often focuses on what is achieved in the short term compared to what can be achieved in the long term.

Importance of negotiation can be explained with such reasons as: negotiation is both a science and an art; negotiation is important to achieve good communication and effective understanding; negotiation is important to create common floors; negotiation is important to avoid the eruption of conflicts and sterile controversy; negotiation is the best solution to problems and disputes; negotiation is important for improving

achievements, striking deals, and overcoming obstacles.

Ключові слова: Negotiation, negotiation techniques, negotiation skills, effective negotiations.

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