**Introduction to Negotiation**

The genesis of the word international business was started with international trade, international marketing, and foreign trade, are synonymously used terms relating to international business. It is connotatively influenced by conflicts in its functionalism, and the conflict management is one of the important coping strategies which help to overcome the problems. Such strategies include deal making, discussions, team building, management talks, contracts, handling disputes etc. The present study addresses the conflict management and negotiations in international business, and discusses the role of communication in negotiation, cross cultural process of negotiation, planning, and preparation for negotiation, negotiation skills, renegotiation, dispute settlements and negotiation styles. The significant impact and implication of globalization with product, organization, and market creates a borderless world to expand business operations by domestic concerns at international level. The term international business referred to the process of buying and selling of goods and services between the cross borders of the countries and it can also be called as international marketing, foreign trade, and international trade. Its philanthropy is very significantly influenced by business risks or constructive issues in international business management. The deal making, discussions, memorandum of understanding, team building, management talks, contracts, handling of conflicts and disputes are common tactics in a business negotiation

**Definition of Negotiation**

**(Ksenija Čulo 2012)** Negotiation is a dialogue between two or more peo-ple or parties, intended to reach an understanding, resolve point of difference, or gain advantage in out-come of a dialogue, to produce an agreement upon courses of action, to bargain for individual or collec-tive advantage and to craft outcomes to satisfy vari-ous interests of two parties involved in negotiation process.

CONCEPTUAL FRAMEWORK

Conflict resolution is the question of sustainability by the business concern, conflicts may be raised due to an imbalance in management perspectives or the functionalism of business concern. The conflict management is process and practice of identifying and handling the disputes with balanced and effective strategies. It may enforce within an organization environment usually involves proper communication and problem resolving abilities including negotiation with the aim of accomplishing overall goals. The conflicts may be interpersonal or intrapersonal, but the interpersonal plays a key role in the working environment in every organization. The negotiation is a coping strategy to overcome the conflicts or it acts as conflict resolution tool in business bargaining. The Ofir Miller states that the ability to conduct negotiation is an important skill for each manager in the business world. The importance of characterizing one’s natural style constitutes the first step in building a strategy for successful negotiation.

Negotiation features: Negotiation features are characterised by different aspects, basically the contractual understanding with mutual consent between two or more parties by defining the goals or intentions to enter into the negotiation contract. The development strategy is the fundamental key component as well as entry strategy in any bargaining process. The characteristics of negotiation not confined with only above mentioned aspects but also it includes different styles like accommodative, competitive, compromise, cooperative and avoids style, and other factors like communication patterns, parties behaviour, the outcome of the negotiation process with win-win, win-lose and zero sum principle etc.

Negotiation skills: The negotiation is an interactive process with collective bargaining between two or more parties involved in contractual understanding. The skill refers to understand or to have the knowledge or to know how, means in negotiation skill of the negotiator plays a significant role while bargaining something. The negotiation skill includes tactical thinking, effective listening, assertiveness, empathy, and record keeping, but the behavioural observation by the parties with one another and open ended and close ended questions between the parties are very important.

**Negotiation Styles and Managing negotiation**

**Competitive style**- In competitive negotiation, the approach with win or loss based on zero sum game or principle, means in a negotiation process one party must win and another party may lose. The relationship between the negotiating parties is irrelevant, adversarial and insincerity, limited disclosure, fewer concessions and self interest.

**Accommodate style-** The accommodative style of negotiation concerned with long term relationship between parties, it is attributed to harmony, adjust with circumstances, concessions and hope with improvements with neglecting self interest.

**Avoid style -** The avoiding is a tactic of intra personal conflict resolution attributed to Ignorance of competitive buyers, refusing, postponing, by avoiding the conflicts. The negotiators are suspecting the future consequences and thereby they will try to ignore the issues.

**Cooperative style –** It is concerned with Problem Solving, collective bargaining, reasonability, the sincere and relevant disclosure of their intentions, proper and Effective communication, orderliness in the discussion, friendliness with understanding the similarities in characters in parties values, beliefs etc.

**Compromise style-** The Compromise style of negotiation characterised by the settlement of differences, arbitraging, mutual concession etc and it is a process of making an agreement or settlement or arbitraging the dispute that is reached by each side making concessions. It is based on win loss situation.

CONCLUSION

The finality of the present paper underlined with the role of negotiation in business. It is aimed at resolving the difference of opinion, mismatch or misunderstanding between the parties; thereby they can try to gain a mutual advantage with satisfying various interests. It is often processed by forwarding a proposal and making collaborative exchanges to achieve an agreement. The trust or belief is major determinant which influences on the success of the negotiation.The suffices of the negotiations are purpose and objective of event ,opinion and psychological behaviour of parties and their interest , their communication with actions and activities etc play a significant role in the success of negotiation

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