RESEARCH PROTOCOL

Replication of the Research Seminar in Negotiation Management
Katrin Bloch and Ralf Wagner

This document delineates the methods and procedures used in the research seminar in negotiation management.

A. AIM, DOMAIN AND SKILLS

This project was initially developed at the University of Kassel to introduce and integrate students in research at the University of Kassel. The research seminar focuses on "negotiation management" to introduce and integrate student in research. The participants learn how to plan, develop and conduct own research projects. Effectiveness in negotiations is crucial for success in business (Bloch & Wagner, 2010). Increasing international business adds complexity to negotiations and training. Negotiation skills are seen as very important (GMAC, 2010) but rarely addressed in European MBA-curricula (Loades, 2009). With this project these gaps can be closed twice. On the one hand, students can be introduced in real research projects and on the other hand, they get negotiation training.

B. INTENTION

We expect to start closing this gap with the following innovative contributions to enhance business schools’ curricula:

- To implement negotiation management in the students curricula.
- To identify competency and skills needed for managing negotiations
- To introduce students into the "world of research"
  - How to develop a research project?
  - How to conduct a research project?
  - How to analyze data?

C. CONCEPT

The Research Seminar in Negotiation Management is planned as a 6 ECTS seminar divided in a lecture part and seminar part. The purpose of this seminar is to introduce students in the "world of research" with their own project challenging to overcome inefficiency in negotiations. A suitable size of students in the program is 30-40 participants.

In the first part of the program they learn the negotiation management basics (e.g. Fisher, Ury, & Patton, 2007; Lewicki, Saunders, & Barry; Thompson, 2009) as well as the basic principles of creating and conducting a research project. Furthermore, the students get an introduction in
required statistical methods. This prepares the students for the seminar part. They learn the
skills needed for their project.
This teaching concept bases on research training. Therefore, lecturer and students have the
joint responsibility to talks, exercises and questions. Due to this concept the seminar is not a
replication of knowledge, it is about developing new insights.

D. Replication Process

1. Participants

The participants should be MA or MBA students. It is critical that participants have
knowledge in working in a scholarly manner (e.g. how to make a literature review, and how to
cite correctly) and statistics.

It is ideal to implement this research seminar in the general curricula of the MA or MBA
program. This ensures full participation and commitment by the students with high quality
work.

2. Data Collection

Data collection consists of two possibilities

- The first possibility is to create a negotiation experiment and the students of the seminar
  are participants.
- The second possibility is to develop an online-questionnaire/ online-experiment with the
  possibility to have non-student participants.

3. Schedule

To replicate this study, the research should be administered as part of a traditional 13-week
course. Creating and conducting experiments is very time consuming and the students need
the first 11 weeks to create and run their experiments. On week 12 and 13 they present an
intermediate report. Finalizing the results and writing the assignment should be done within
the semester break.
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<th>Working in a scholarly manner</th>
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**G. GENERAL CONTACT AND WEBSITE**

The project is replicated in Kassel. If you are interested in further information feel free to contact us. Katrin Bloch is the central research seminar in negotiation management contact. You find basic information about this project, research and further negotiation trainings at our website http://cms.uni-kassel.de/unicms/?id=13582&L=1 . Please contact kbloch(at)uni-kassel.de for further information.
References


