Aggression and negotiation process

Conclusion

Concludingly, Aggression in negotiations are manifested in rudeness towards the interlocutor, in the selection of harsh, insulting words, curses, mocking intonations, irony, in increased loudness of voice, in sharply negative assessments of the interlocutor, hints unpleasant for them. In general, we study the role of an aggressive negotiator on negotiation outcomes. Emotional expression refers to using one's emotions to guide communication behaviors during conflict. Six studies were examined to know the role of aggression, choice minds, taking into account the identification of choice mindset as an intervention to enhance the persistence and improvement of negotiation outcomes. All the articles used in this research shows a link between aggression and negotiation process. A tough negotiator, like a predator, quickly and skillfully puts a less experienced opponent in a " dependent role " with his aggression . At the same time, the “victim” accumulates anger, which makes it difficult to choose the optimal strategy of behavior. Outwardly, the “victim” looks like an insecure or awkward person, not finding the right words. As a result, he makes concessions and makes a decision in favor of the "predator". To put in a "dependent role" and get out of it is possible only by learning how to manage emotions. Self-affirmation can play an important role in a negotiation. It can help in increasing the value of the negotiation in hand if the party with lower pow Threat effectiveness in value claiming negotiation theory attracts attention from negotiation and conflict scholars. Inner can self-evaluate, self-affirm and strategize the negotiation. It can be helpful to the lower power parties for better preparation, to enhance their performance if the pressure is increased during the discussion. Simply, customer aggression has a negative impact on the service counterpart including lack of motivation at work or simply a burnout.