

Electronic Business Negotiation: Some experimental studies on the interaction between medium, innovation context and culture

PROEFSCHRIFT

ter verkrijging van de graad van doctor aan de Universiteit van Tilburg, op gezag van de rector magnificus, prof. dr. F.A. van der Duyn Schouten, in het openbaar te verdedigen ten overstaan van een door het college voor promoties aangewezen commissie in de aula van de Universiteit op woensdag 17 september 2003, om 14:15 uur

door

Andreas Martin Thomas Lincke

geboren op 8 oktober 1974 te Frankfurt am Main, Duitsland.

Technische Universität Darmstadt
Fachbereich 1
Betriebswirtschaftliche Bibliothek
Inventar-Nr.: 54.274
Abstell-Nr.: A18/2955
.....
.....
.....

Section structure

Acknowledgements	I
List of original publications	II
Section structure	III
List of figures	V
List of tables	VII
List of abbreviations	VIII
1. Introduction	1
1.1. Problem definition	2
1.2. Research objectives and hypotheses	7
1.3. Research strategy	10
2. Negotiation theory from different perspectives.....	17
2.1. Negotiations from a behavioral perspective: Basic theories.....	17
2.2. Negotiations from a communication perspective	26
2.3. Negotiations from a computer-support perspective: Email and Negotiation Support Systems.....	30
2.3.1. Email as a medium to conduct business negotiations.....	31
2.3.2. Negotiation Support Systems.....	33
2.3.3. Two processes: Differentiation and integration as an effect of the medium.....	37
2.3.4. Media impact on tasks	39
2.4. Negotiations from an economic perspective: Organization and game theory	44
2.4.1. Classical organization theory and its limitations	44
2.4.2. Game theory.....	49
2.5. Negotiating in Innovation Management and Operations Management settings	53
3. The role of an innovation context and culture in business negotiations.....	61
3.1. Culture in business negotiations	61
3.2. Cultural dimensions	65
3.3. Culture and innovation context.....	69
4. Discourse and organization as factors in negotiation – a research framework	73
4.1. Discourse in organizations	73
4.2. Elaboration of the research problem	78
4.3. Methodological approach of discourse analysis	81
4.3.1. Speech acts as an exemplification of discourse analysis	82
4.3.2. Personal pronoun analysis to identify empathy and involvement.....	90
4.3.3. Statistical methods used.....	92
4.4. Validity and reliability as concepts to measure the quality in negotiation research	93

5.	Empirical studies: the interaction of medium and culture on negotiation strategy between R&D and manufacturing partners in the supply chain	99
5.1.	An experiment comparing computer-mediated communication and face-to-face negotiation settings	100
5.2.	Results of the experiment comparing computer-mediated communication and face-to-face negotiation settings.....	104
5.3.	An experiment comparing Innovation Management and Operations Management negotiation settings.....	116
5.4.	Results of the experiment comparing Innovation Management and Operations Management negotiation settings	121
5.5.	Discussion and conclusions	132
6.	Possible implications for progress in business negotiation theory	139
6.1.	Limitations of game theory for real-life negotiations	139
6.2.	Creating a communicative game.....	143
6.3.	Effective negotiation behavior means communication.....	147
6.4.	Towards a practical model of inter-cultural communication	151
6.4.1.	Problems of communication models.....	152
6.4.2.	Elements of the model.....	155
6.4.3.	Dynamics of the model	156
7.	Possible implications for modelling computer-mediated negotiation	159
7.1.	A model of computer-mediated negotiation	161
7.2.	Negotiation life cycle.....	168
8.	Concluding remarks and questions for future research	171
	References	180
	Nederlandse samenvatting	198
	Deutsche Zusammenfassung	204
	Appendices	210