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ZONE OF POSSIBLE AGREEMENT IN NEGOTIATION: IMPACT OF GENDER AND PERSONALITY

Abstract:

To date, impact of gender differences and different personality types on negotiation [specially Zone of Possible Agreements (ZOPA)] have received little theoretical and practical attention. This paper aims to explore the effects that gender and personality have over negotiation style and decision making in order to find the connection and create new knowledge in understanding the behavior of the negotiators. We conducted a survey both on buyers and sellers and collected data on their personality and negotiation style. Big Five factors were considered for understanding the personality of the buyers and sellers. Afterwards the data was subjected to statistical analysis through correlation and paired sample t-test. We found that for female buyers the frequency of indulging into negotiations has a correlation with personality trait of openness to experience. For sellers, the frequency of negotiation correlates negatively with personality trait of agreeableness.

Keywords:

Gender, Negotiation, Zone of possible Agreement (ZOPA), Big-Five Model, Negotiation

JEL Classification: D74, C78