The effect of power on negotiation behavior

In a compelling comic

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Project created for the class:
Visual Thinking and Composition, Winter 2019
Tilburg University, Department of Communication and Cognition

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Original paper: Women in Negotiations: Effects of Gender and Power on Negotiation Behavior

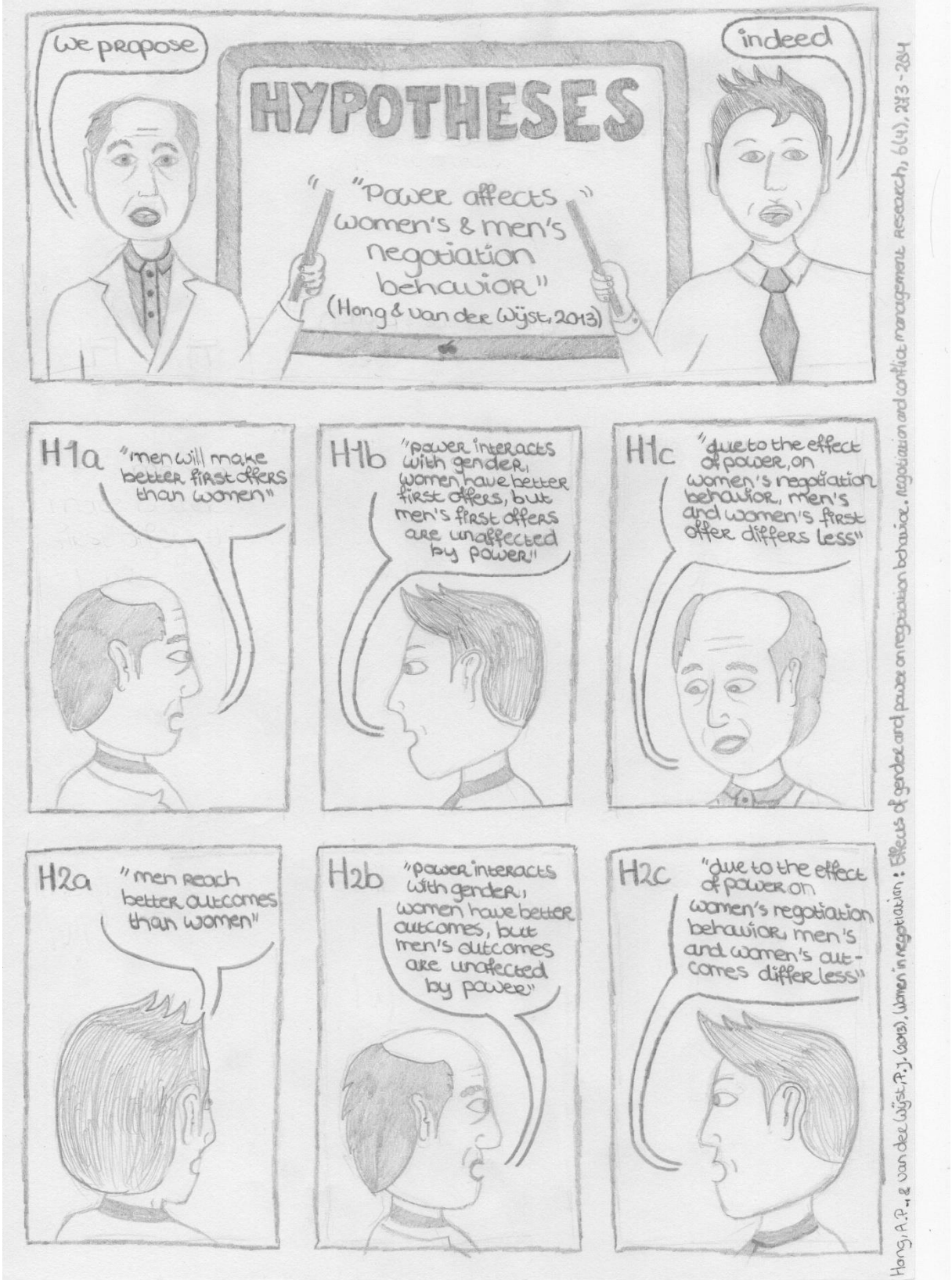
Reference for the original paper: Hong, A.P.C. I. & Van der Wijst, P.J. (2013). Women in Negotiations: Effects of Gender and Power on Negotiation Behavior. Negotiation and Conflict Management Research, 6 (4)), 273-284.

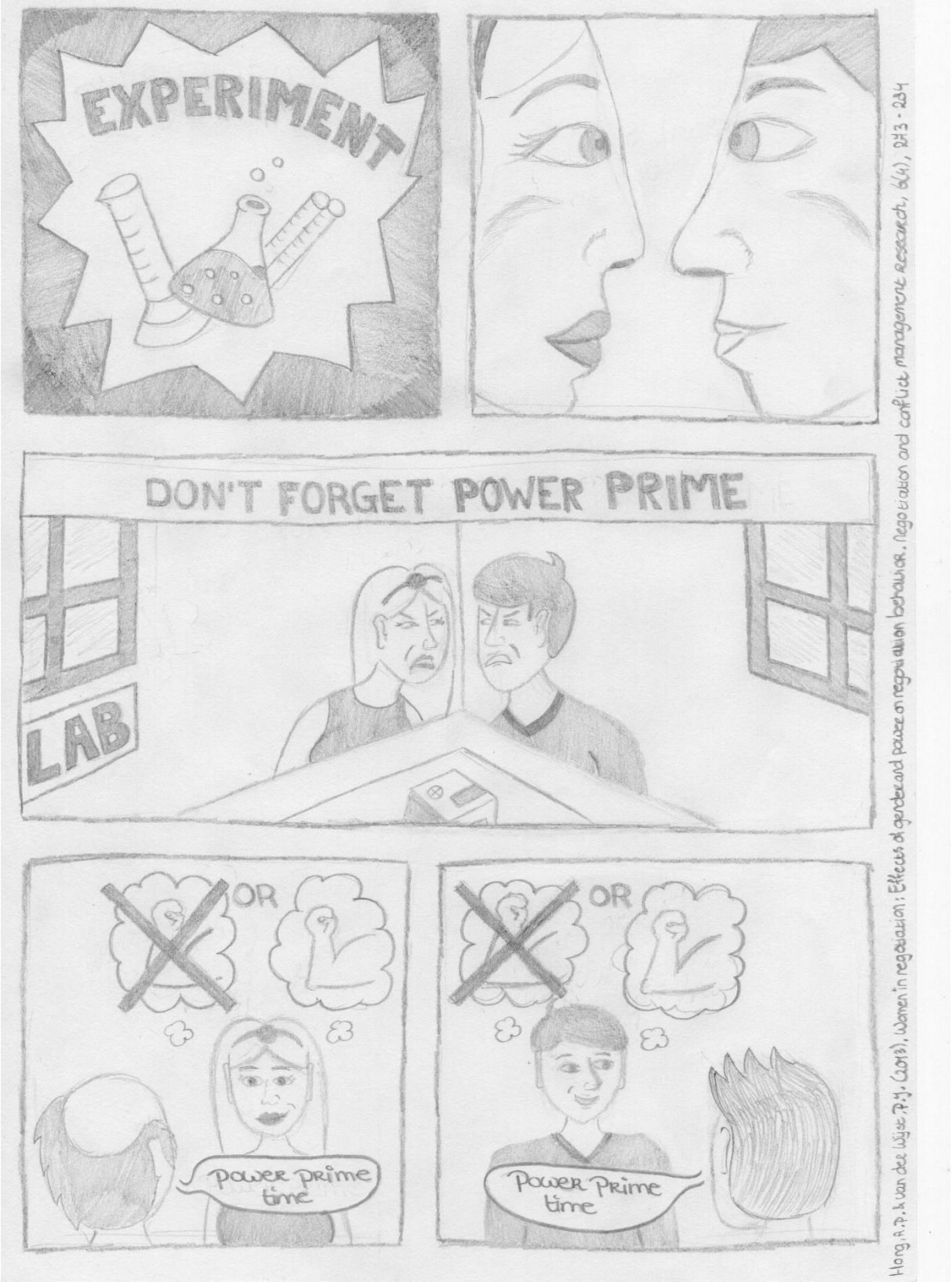
Link to original paper online: https://onlinelibrary.wiley.com/doi/epdf/10.1111/ncmr.12022

TILBURG UNIVERSITY

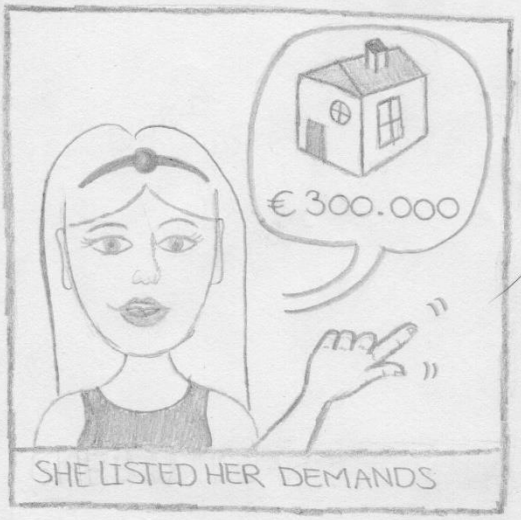
Final paper

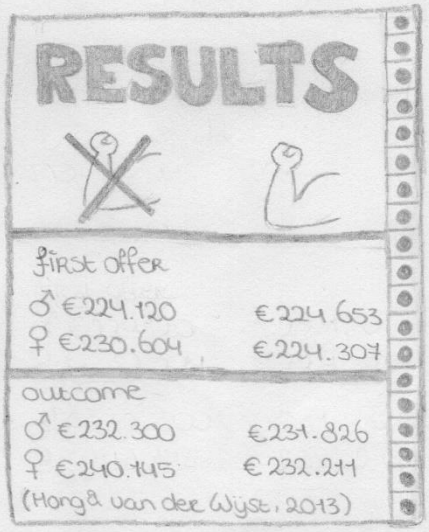
DISADVANTAGE
DEAL
DEAL
THEY CLOSED A GOOD DEAL..
Hong, A.P., & van der Wijste, P.J. (2013). Women in negotiation: Effects of gender and power on negotiation behavior. negotiation and conflict management research, 6(4) 273-28

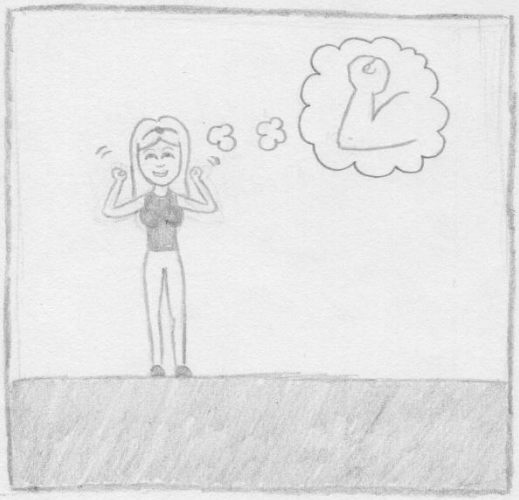

we propose
HYPOTHESES
"Power affects women's & men's negotiation behavior"
(Hong & van der Wijst, 2013)
indeed
H1a "men will make better first offers than women"
H1b "power interacts with gender, women have better first offers, but men's first offers are unaffected by power"
H1c "due to the effect of power, on women's negotiation behavior, men's and women's first offer differs less"
H2a "men reach better outcomes than women"
H2b "power interacts with gender, women have better outcomes, but men's outcomes are unaffected by power"
H2c "due to the effect of power on women's negotiation behavior, men's and women's outcomes differ less"
Hong, A.P., & van der Wijst, P.J. (2013). Women in negotiation: Effects of gender and power on negotiation behavior. Negotiation and conflict management Research, 6(4), 273-284

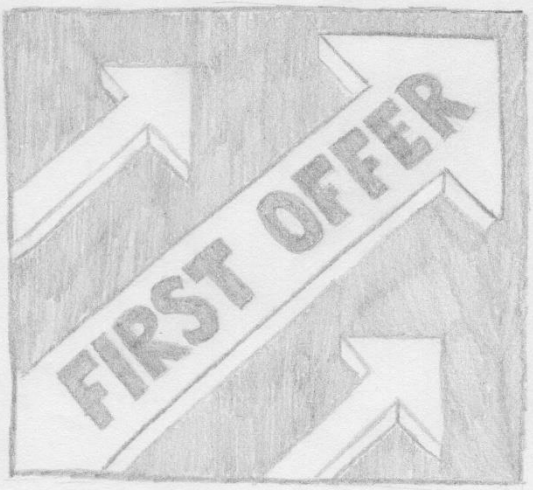


Hong, R.P. & van der Wijst, P.J. (2013), Women in negotiation: Effects of gender and power on negotiation behavior. Negotiation and conflict management research, 6(4), 243 - 254

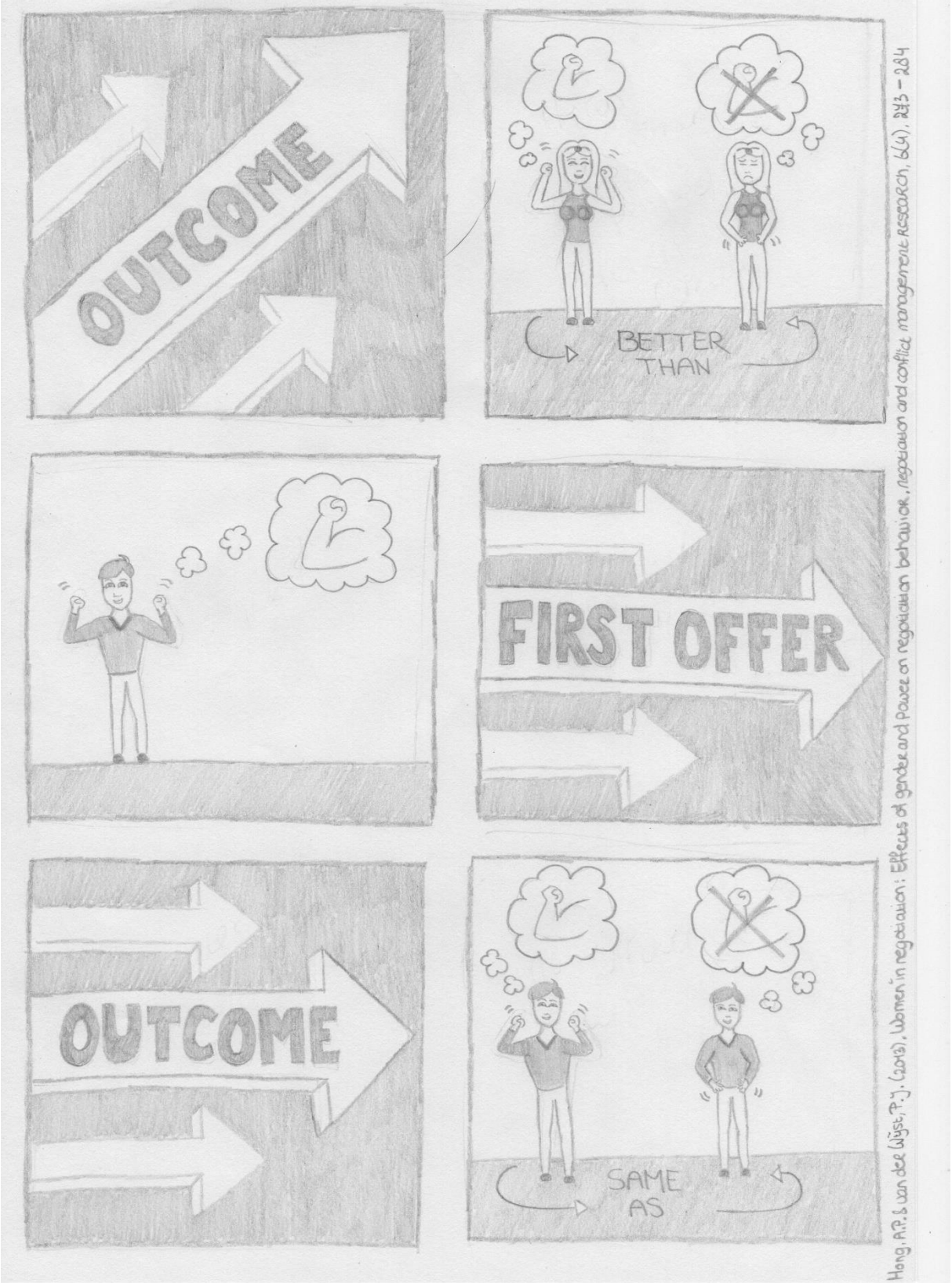




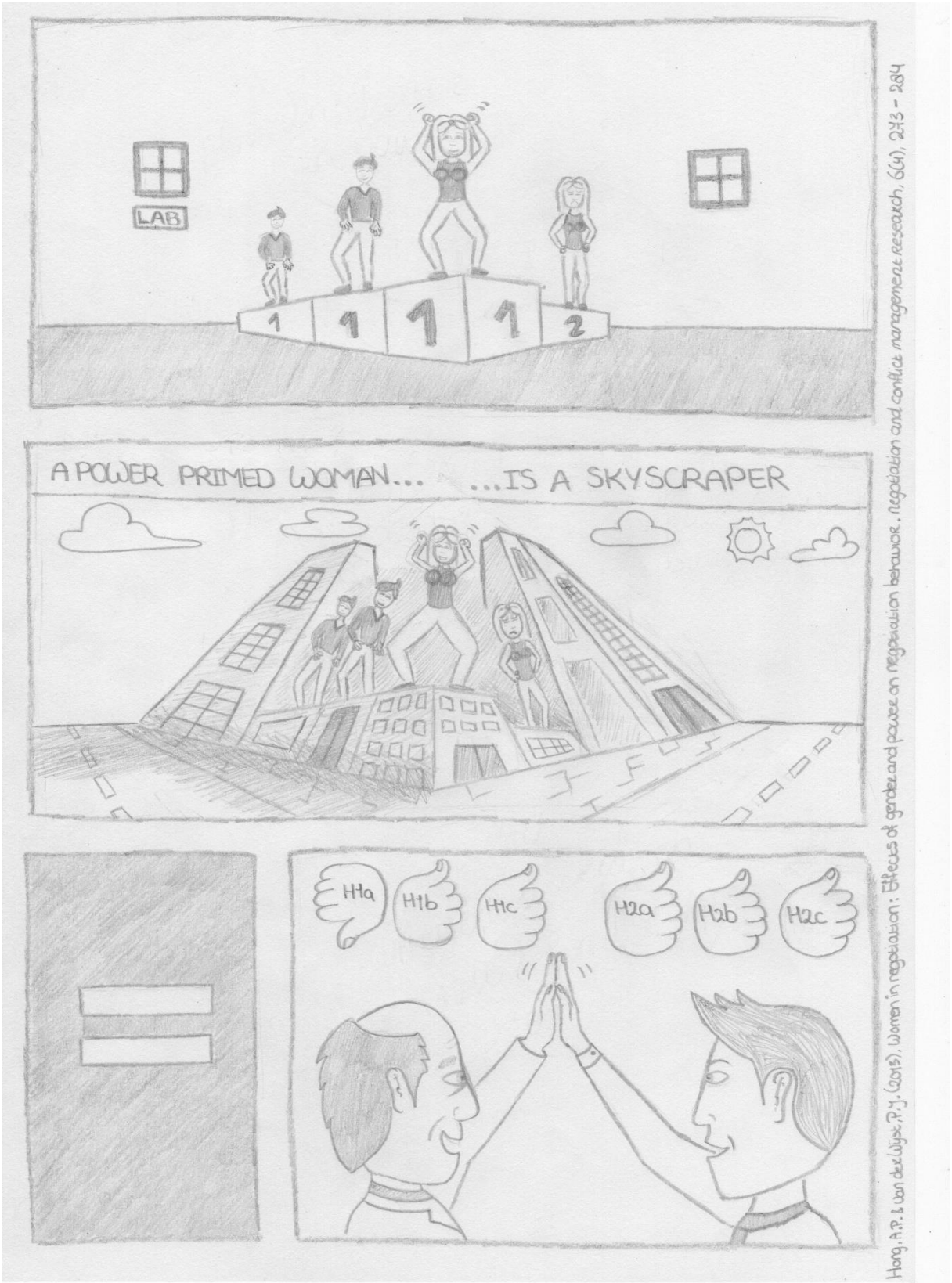




Hong, A.P. & van der Wijst, P.J. (2013). Women in negotiation: Effects of gender and power on negotiation behavior. Negotiation and conflict management research, 6(4), 273-284



Hong, A.P. & van der Wijst, P.J. (2013). Women in negotiation: Effects of gender and power on negotiation behavior. Negotiation and conflict management research, 6(4), 283 – 284


LAB
1
1
1
1
2
A POWER PRIMED WOMAN...
...IS A SKYSCRAPER
H1a
H1b
H1c
H2a
H2b
H2c
Hong, A.P. & van der Wijst, P.J. (2015). Women in negotiation: Effects of gender and power on negotiation behavior. Negotiation and conflict management research, 6(4), 273 - 284