



ICoN-Negotiation/Marketing Research Seminar

“Findings from various research projects on German-French business negotiations”

Robert Wilken (ESCP Europe Business School, Berlin)

Thursday, December 1st, 2016 / 2 p.m. – 3.30 p.m.

Abstract:

The importance of studying intercultural business negotiations has substantially increased over the past years. Robert Wilken will present the most striking findings from negotiation studies in which he and his colleagues used German-French samples in online negotiation simulations. In particular, he will talk about (i) the role of cultural moderators; (ii) the superiority of teams as opposed to solo negotiators that emerges from a more pronounced use of deceptive negotiation tactics; and (iii) the effects of being outnumbered in such negotiations. Time allowing, he will also outline the most pertinent areas of his ongoing research projects.

- **Lille: Room E011**, E-building, (7 rue Solférino, 59000 Lille)
- **Paris: Visio Room H409** (40 passage de l'Arche – 92037 Paris La Défense)

