



Negotiation festival



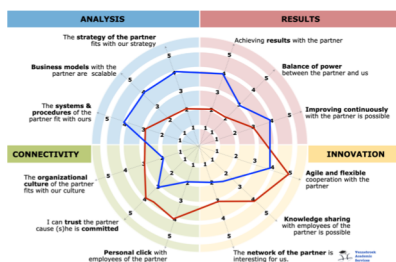
Facts & Main Elements

- extracurricular 1 day (8 hours workload) workshop
- 72 Bachelor & Master students
- 8 academic partners (8 staff)
- 3 business partners (6 staff)



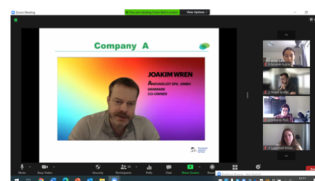
Main elements

- Global collaboration - different time zones
- Presentation of negotiation research
- Testimonials of cross-cultural negotiation experiences
- HR-manager tips of do's & don'ts regarding job interviews
- Tool kit of partner assessment
- Practicing the selection process of foreign alliance partners: strategizing, speed dating, negotiating, selection & choice



Main outcomes

- improvement of negotiation skills in international business setting
- increased understanding of the dynamics of negotiations task & relationship related issues
- more awareness and skills concerning distributive ("zero sum") and integrative ("win-win") contexts
- insights in drivers & blockers of international partnerships

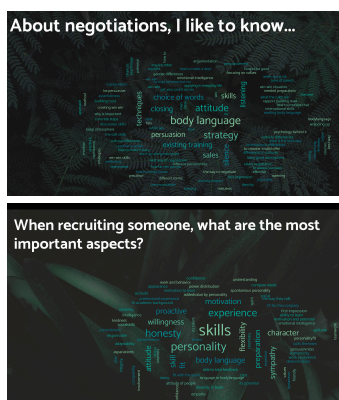


What's new? / Assessment

- global student / business collaboration in green venturing
- digital tools (mentimeter)
- international staff (business and academia) provided videos, advise and served as role players during the practical simulation of partner selection

Assessment

- overall rating: 7.3
- commitment: 8.0
- interesting: 7.5
- complex: 4.8



Lessons learned & Future Plans

- content relevant and appreciated
- organizational changes required
- program 9:00-17:00 CEST too long -> impossible in different time zones
- cultural / religious aspects deserve more attention (prayer time etc.)
- Negotiation festival will be repeated in a different form: alliance game, cross-cultural negotiation exercises etc.

