DISSERTATION PROPOSAL

Your Cost or My Benefit?: Effects of Concession Presentation on Negotiation Processes and Outcomes

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Reaching agreement in negotiation often requires that parties make at least some concessions. In any concession, one negotiator (the conceder) incurs a cost to provide a benefit to the other negotiator (the receiver). Although these two aspects-cost to conceder and benefit to receiver-coexist in any concession, part work has not disentangled their potentially differential effects on negotiation processes and outcomes. Two completed studies show that concessions emphasizing benefit to the receiver lead to lower economic (Study 1) but higher subjective outcomes (Study 2) for the receiver of the concession compared to concessions emphasizing cost to the conceder. Higher subjective outcomes, in turn, are mediated by perceptions of self-concern, other-concern and trustworthiness towards the conceder. Two studies will be proposed to test the relationship between concession presentation and economic outcomes in distributive (Study 3) and integrative (Study 4) negotiations. These relationships will be tested using behavioral data from coded negotiation transcripts. Implications include a better understanding of the role concessions can play in influencing perceptions that shape negotiation processes and outcomes as well as improved prescriptive negotiation theory.