

Communication Behaviour in E-Negotiations and the Relation to Trust

Kristina Fink

Abstract

Trust is a central component of the interpersonal relationship between negotiators and therefore a vital factor in negotiations. In conclusion, this thesis highlights the importance of understanding the relationship between trust and communication behaviour. Based on the findings of this study, it can be said that trust and communication behaviour interrelate to a certain extent. More communication behaviour that aims to create value and share integrative information is used, when the initial trust disposition of the negotiator is high. Initial trust can, therefore, be a potential catalyst for integrative communication. As negotiation outcomes like joint utility and contract imbalance tend to be better when negotiators communicate in an integrative way, communication behaviour can be considered a vital factor in negotiations. The impact on distributive communication behaviour is not as substantial. This implies that high initial trust and integrative communication can lead to more successful negotiations but also build and maintain relationships. Trust development over time, however, seems to be a very complex and highly individual matter, since no general pattern between negotiation behaviour and trust development could be found.

Department of Information Systems 1 (580A), Prof. Dr. Mareike Schoop
Institute for Interorganisational Management & Performance
Faculty for Business, Economics, and the Social Sciences
University of Hohenheim

Department Communication and Cognition, Dr. Per van der Wijst
School of Humanities and Digital Sciences
Tilburg University