4
Methodology

This chapter provides a comprehensive overview of the research design and methods employed to address the objectives of the present study. It begins with the rationale for the research, followed by an explanation of the study's aims and research questions. A detailed description of the research location and the participants involved is also provided. Subsequently, the chapter outlines the research strategy, covering various key components. The chapter concludes by discussing the role of the researcher in the study and providing a detailed description of the overall research design.

4.1. Rationale

Negotiation is fundamental to human interaction and essential for resolving conflicts, building relationships, and achieving mutually beneficial outcomes. However, the increasing complexity of modern challenges—from interpersonal disputes to global conflicts—demands approaches beyond traditional negotiation strategies. Wise negotiation, which integrates ethical considerations, long-term thinking, and balancing interests for the common good, has been proposed as a potential solution. Despite its theoretical appeal, the concept of wise negotiation remains underexplored, particularly in terms of its practical application and empirical validation. While scholars in wisdom and negotiation studies acknowledge the importance of blending the two domains, there is a noticeable lack of empirical research to operationalize and evaluate wise negotiation. Most existing studies focus on either wisdom or negotiation independently, with limited effort to understand their intersection. Conducting empirical research on wise negotiation can bridge this gap by providing 1) insight into how wisdom-based attributes, such as empathy, perspective-taking, and morality, influence negotiation outcomes and 2) evidence-based strategies for incorporating wisdom into negotiation practices. The need for wise negotiation is particularly pressing in complex, high-stakes contexts such as international diplomacy, corporate decision-making, and social conflict resolution. Traditional negotiation approaches often focus on short-term gains or transactional outcomes, which can lead to unresolved tensions and recurring conflicts. Empirical research on wise negotiation can help identify factors contributing to long-term, sustainable resolutions, develop frameworks prioritizing collective well-being and ethical decision-making, equip negotiators with tools to handle emotionally charged and morally ambiguous situations and understand influential variables. Empirical research on wise negotiation can contribute to both theory and practice. By operationalizing wise negotiation, researchers can build frameworks that integrate the domains of wisdom and negotiation. Findings can inform training programs, tools, and techniques for negotiators across various fields, enhancing their ability to achieve sustainable and ethical outcomes. Using both implicit and explicit research methods, such as experimental designs, situational judgment tests, and longitudinal studies, can provide nuanced insights into the cognitive, emotional, and contextual factors driving wise negotiation. This mixed-methods approach ensures a comprehensive understanding of the concept. Given the limitations of existing research and the growing demand for sustainable conflict resolution strategies, conducting empirical research on wise negotiation is both timely and essential. It offers the potential to redefine

negotiation practices, addressing immediate outcomes and the long-term well-being of all stakeholders involved. This research will serve as a foundation for future studies and practical applications in diverse negotiation contexts.

4.2. Research aim

a) To examine if combining wisdom in negotiation practices could offer a more comprehensive framework for achieving sustainable agreements between parties.
b) To develop and validate a framework for integrating wisdom into negotiation and factors impacting such wisdom integrated negotiation process.

4.3. Research questions

This study aimed to understand what wise negotiation is and the factors that may influence it. The primary research question guided the study:

a) Can wisdom be combined with negotiation? (study 1)
b) What is wise negotiation? (study 2 and 3)
c) How is wise negotiation different from successful negotiation? (study 2 and 3)
d) What is the role of emotions in wise negotiation? (study 2, 3 and 4)
e) What is the role of gender in wise negotiation? (study 4)
f) How do wise negotiators behave with opponents with varying styles of reciprocity? (study 4)
g) How do wise negotiators behave with opponents with varying archetypes? (study 4)
h) What is the role of wisdom-related variables in the negotiation outcome by wise negotiators? (study 4)

4.4. Research objectives

To answer this question, I initiated four studies. The objectives of each study are as follows;

Study 1
a) To find if wisdom can be inculcated in negotiation through awareness training.

Study 2: Through the lenses of experts in the field:
a) To verify the uniqueness of wise negotiation as a concept
b) To find the difference between wise and successful negotiation
c) Role of emotions in wise negotiation

Study 3: Through the lenses of employees:
a) To verify the uniqueness of the concept of wise negotiation
b) To find the difference between wise and successful negotiation
c) Role of emotions in wise negotiation

Study 4: Examining negotiation by wise negotiators:
a) To find the role of reciprocity behavior of the opponents in the outcome of the wise negotiation.
b) To find the role of the archetype of the opponents in the outcome of the wise negotiation.

c) To find the role of gender in the outcome of the wise negotiation.
d) To find the role of emotional situation in the outcome of the wise negotiation.
e) To find the role of wisdom-related variables in the negotiation outcome of wise negotiators.

4.5. Research approach

a) Qualitative and quantitative

The data collection was done using qualitative and quantitative approaches to get the answers to the questions. Various psychometric questionnaires were used with Likert scales. These quantitative data were later analyzed with descriptive and inferential statistics. Data collection in qualitative form is either collected through interviews or with extensive situational reaction tests. The qualitative data were analyzed using grounded theory, discursive psychology, and content analysis.

b) Implicit and explicit method

The data was also collected using explicit and implicit methods. Implicit methods are attempts to explore lay people's conceptualizations and day-to-day experiences. They are discovered by asking laypeople what the concept means to them. The explicit methods are, in contrast, given by a group of experts in the field through their empirical methods (Bluck & Gluck, 2005). Many of the wisdom models were formulated using both implicit and explicit theories. Here, I will use both of these methods to conceptualize wise negotiation.

4.6. Roadmaps of the studies

From the literature review, it is clear that the term 'wise negotiation' is needed, which is different from successful negotiation, at least theoretically. In the subsequent chapters, various studies will be presented to validate the 'wise negotiation' concept. Study 1 will explore the practical relevance of the 'wise negotiation' construct. For this, we have designed study 1 to find if wisdom can be inculcated in negotiation. This study is a repeated measure design that measures negotiation outcome as the dependent variable and awareness training. There were 100 participants, 50 males, and 50 females, to check whether negotiation can induce wisdom. The next question is, can we differentiate between wise and successful negotiation? To answer this question, study 2 and study 3 were conducted. Study 2 is conducted with experts in the field of wisdom and negotiation. Researchers in the field of wisdom and negotiation were contacted. An interview schedule was shared based on whether they view successful and wise negotiation separately and how they would define it. There were 25 experts participated. Grounded theory analysis was used to analyze the interview data. The same methodology was repeated in study 3 with the organizational participants. There were 313 participants, and grounded theory methods were used for the analysis.

After exploring the difference between wise and successful negotiation by organizational employees, the next question is, how do wise negotiators negotiate when faced with different situations? Study 4 was designed to understand wise negotiators and the impact of opponents' and situational characteristics on negotiation outcomes. The sample was collected from the organization team, where they nominated a wise negotiator from their team. A total of 51 wise negotiators were included in the final data analysis. The study follows a 4X3X2 factorial design, where the archetypes (personality), reciprocity style, and emotionality components in the situations were manipulated to see if wise negotiators treat

them differently. Various descriptive and inferential statistics will be used to analyze the data. The same study also explored the effect of the gender of the wise negotiators on the gender of the opponent with a 2X2 factorial design. Also, various wisdom-related variables were controlled to understand their uses by wise negotiations in negotiation outcomes. Figure 4.1 is the visual representation of the roadmap of the studies.

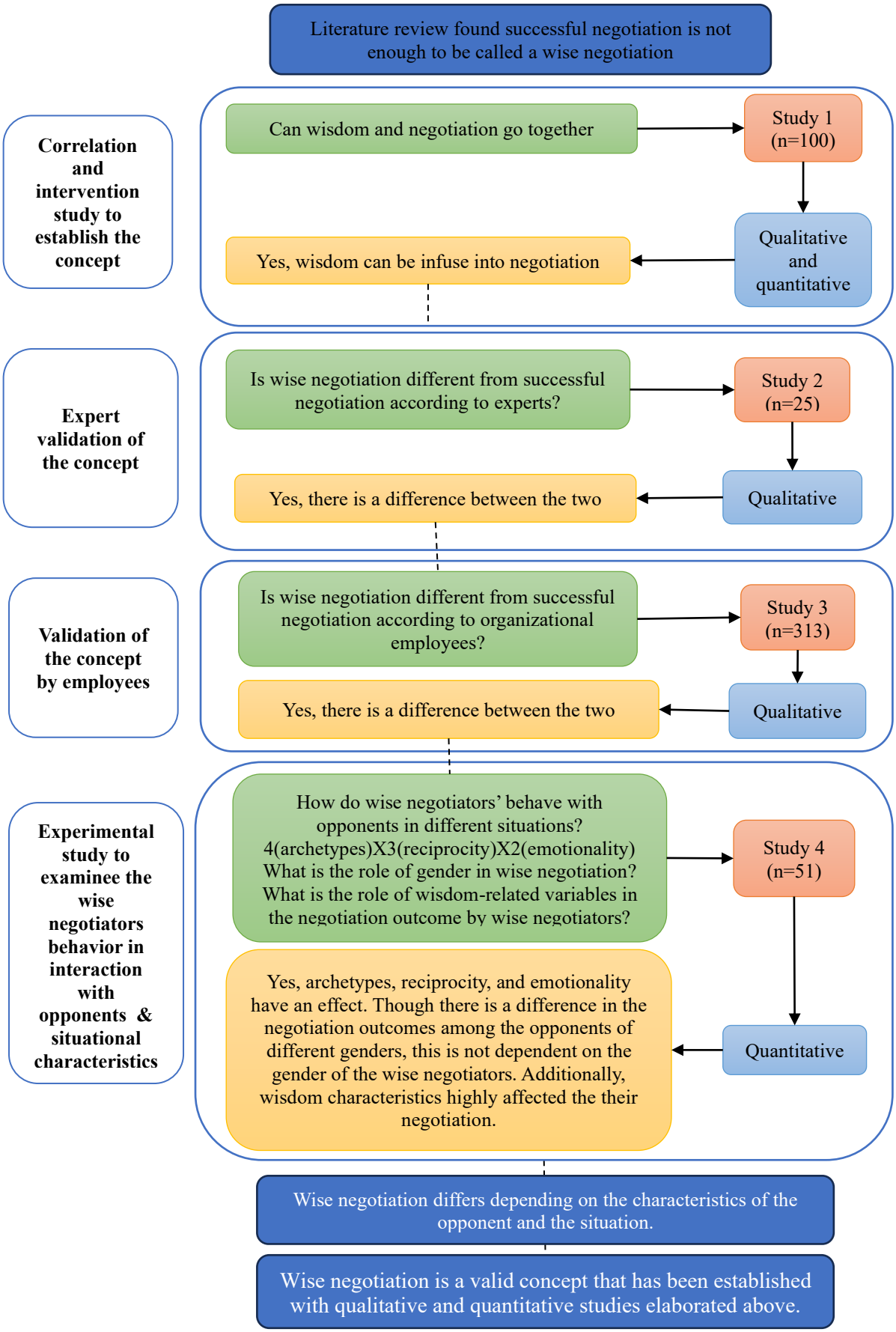


Figure 4. 1: Roadmap of the research