

For updated version, please click on
<http://ocw.ump.edu.my>

PROJECT COMMUNICATION & NEGOTIATION

Negotiation Ethics

by

Dr. Sitansu Panda
Faculty of Industrial Management
sitansupanda@ump.edu.my



Hydrogen Bonding By Gan LM

Chapter Description

- **Aims**
 - Importance of ethics in negotiation
 - Responsibility of both parties in practising ethics in negotiation.
- **Expected Outcomes**
 - Role of ethics in negotiation can be understood
 - Impact of ethics in negotiation can be understood.
- **Other related Information**
 - Pursuing one party in negotiation to go for ethical practice.
- **References**
 - Panda, S. (2017), *Managing Performance for Excelling Organization- A Practical Approach*, Penerbit, Universiti Malaysia Pahang.
 - Campbell, M. (2009), *Communication Skills for Project Management*, New York, NY: AMACOM.
 - Hames, D.. (2012), *Negotiation: Closing Deals, Settling Disputes and Making Team Decisions*, Sage.



Negotiation Ethics

- The social standards which need to be followed. It ultimately determines what is the right thing or wrong thing in a specific situation.
- The result at the end is also one of the approaches in ethics. The outcome is considered for determining ethics.
- The obligation to the working principles also determines ethics. The prescribed norms have to be followed.
- A person's own conscience as well as moral standards are also considered in ethics.
- Ethics is also be followed in negotiation.
- Deception or omission of any information should be followed or not etc. to be considered in negotiation.
- Traditional bargaining for winning, manipulating one's own emotions, improper presentation of facts, information gathered being not proper, not revealing the correct intention and intensity of issues in negotiation etc. are coming within the purview of ethics.
- The motives and impact of ethical practice in negotiation have to be considered.
- Definitely any deceptive or unethical negotiation practice has negative impacts.
- Ethical decision making has strong and positive impact on organization.
- Reactions of other parties in negotiation should be considered if one applies ethics in negotiation.
- Self reaction, reaction of others, evaluation of the tactics being played or applied in a deal etc. are important considerations for negotiation ethics.
- Following ethical practice shall help in maintaining long-term relationship between the negotiating parties.
- Different demographic factors also influence for following ethical practice in negotiation.
- Introspection also has an important role to play in following negotiation ethics.



Negotiation Ethics

- The moral principles need to be followed in negotiation.
- The relationship with different stakeholders is maintained properly by following ethics in negotiation.
- The trust, impression and perceptual values of other party towards one party are determined by the ethical practice in negotiation.
- The results of ethical practice should be positive and broad.

Conclusion of The Chapter

- **Conclusion #1**
 - Negotiation ethics is important.
 - Both the parties in negotiation should follow ethics.
- **Conclusion #2**
 - Negotiation ethics has positive consequences.



Sitansu Panda

PhD, D.Litt.

Senior Lecturer,
Faculty of Industrial Management,
Universiti Malaysia Pahang.