

Online negotiation in the future? – The causes of COVID-19 pandemic of the business communication

Online tárgyalások a jövőben? – A COVID-19 járvány üzleti kommunikációs hatásai

The relevance of my chosen topic is supported by the opportunity to study the recent changes of negotiation culture in real-time.

In the literature part of my research, I present the underlying elements of the topic: the traditional/offline communication & negotiation and the online communication & negotiation. The first element has been well-researched in the past with plenty of quality literature available. The second element is relatively new and evolving, mostly online articles are the source for up to-date information on the possibilities of online communication driven by the pandemic.

I conduct my primary research using an online questionnaire, then analyze and explain it with statistical methods. In addition, I draw parallel conclusions with existing literature to see whether my findings confirm or refute them.

Essentially, my research goal is to analyze what changes occurred due to pandemic-related restrictions and negotiations taking place online. I would also like to compare these new ways of communication with the behavioral patterns of in-person negotiation.

As conclusion, I will present my findings and suggestions on what methods are worth integrating into everyday communication once the pandemic ran its course.