

## **Factors Affecting the abilities of effective influencer and negotiator: An empirical Investigation**

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**DOI:10.48047/pne.2018.55.1.63**

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### **Abstract**

There are several variables that can affect a person's capacity to persuade and negotiate. The ability to communicate is essential. Effective influencers and negotiators must have strong verbal and nonverbal communication skills, as well as the ability to persuade others. A crucial component is cultural intelligence. The languages, religions, and traditions of India are diverse. Cultural sensitivity and adaptability are essential for successful influencers and negotiators who want to connect with people from various backgrounds. The key is to establish relationships. Influencers and negotiators have to develop a relationship of mutual respect and trust with their counterparts. Strong interpersonal abilities, empathy, and the capacity to comprehend other people's viewpoints are necessary for this. It is essential to understand the business environment and market in India. Influencers and negotiators may make wise choices and effectively represent their interests when they have a thorough awareness of the industry, market trends, and legal environment. The last two qualities to consider are adaptability and innovation. Influencers and negotiators need to be flexible and inventive in their approach to solving challenging issues.

**Keywords:** Communication skills, Cultural intelligence, Relationship building, Business environment, Influencer and Negotiator.

### **Introduction**

A number of elements played a crucial part in the setting of effective persuasion and negotiation in India. First off, using "simulation" as a teaching technique was found to improve learning and skill development. According to Tiwari et al. (2014) "immersive simulations" gave people hands-on learning opportunities that helped them better understand the intricate dynamics related to "influence and negotiation. These simulations gave participants the chance to actively participate

in real-world situations, enabling them to hone their influencing and negotiation skills. This showed the "effectiveness of simulations" in promoting efficient educational experiences. The virtual surroundings were said to have given the participants a greater sense of engagement and immersion, allowing for a more thorough examination of the many aspects and methods related to persuasion and bargaining. Individuals were able to gain a greater comprehension of practical influencing and bargaining tactics by experiencing the difficulties and complexities of real-world situations. The use of simulation-based learning experiences in instruction has proven to be an effective pedagogical strategy because it gives students a secure setting in which to test out various learning approaches. Due to the interactive nature of simulations, participants could get rapid feedback, consider their choices, and adjust their strategies as necessary. The ability of influencers and negotiators to influence others and reach agreements was improved by these immersive learning experiences, which promoted a higher degree of comprehension and skill acquisition.

According to Sharma et al. (2013), "personality," "cognitive ability," and "emotional intelligence" were significant factors in predicting negotiating results. Effective influencers and negotiators had to navigate a variety of cultural and social circumstances, and these qualities were crucial to their success. They emphasized that those who possessed particular personality traits—such as assertiveness, adaptability, and openness to new experiences—were more likely to have successful negotiations. Additionally, cognitive ability—which includes critical thinking and problem-solving skills—enabled negotiators to comprehend difficult situations, spot opportunities, and reach well-informed. Furthermore, developing rapport, comprehending others' viewpoints, and coming up with win-win solutions all depended heavily on emotional intelligence, which encompasses self-awareness, empathy, and the capacity to handle emotions successfully.

The need of comprehending legal and regulatory frameworks, market dynamics, and sociopolitical variables was emphasized by Hoskisson et al. (2013). Additionally, "institutions" and "factor markets" had a big impact on how persuasive people might be during negotiations. For influencers and negotiators to be effective, they needed to have a thorough awareness of the institutional environment. The legal frameworks controlling deals, rights in intellectual property, and dispute resolution procedures had to be understood in order to do this. Negotiators were able to successfully negotiate and adhere to the law thanks to their understanding of the regulatory

environment and how to handle the complexities of licencing, permits, and compliance requirements. Additionally, influencers and negotiators required to remain knowledgeable about the constantly shifting market dynamics. "Market trends, customer preferences, the competitive environment, and pricing strategies" were some of the components included in this.

## Literature Review

The skills of "effective influencers and negotiators" are influenced by a number of things. The promotion of female inclusion, trust-building, supply chain management skills, and cultural understanding are essential components. Influencers and negotiators can increase their efficacy and produce positive results by taking these aspects into account and incorporating them into their strategies and methods. According to Gunia et al. (2011), "culture," "trust," and "negotiation consequences" all play a part in determining the skills of influencers and negotiators. Because culture is so established in society, it has an impact on how people communicate, make decisions, and view negotiations. For successful influencers and negotiators to establish rapport, develop trust, and produce favorable negotiating outcomes, it is essential to comprehend and respond to cultural nuances. Additionally, they emphasized how crucial "trust" is in negotiations. In order to establish cooperative connections, exchange information, and come to mutually beneficial agreements, trust is essential. Building trust means being dependable, honest, and transparent. The likelihood of influencers and negotiators succeeding increases when trust-building tactics are prioritized.

The "supply chain management capability" of small- and medium-sized family enterprises in India was looked at by Jayaram et al. in 2014. They showed the significance of effective supply chain management in negotiations by showing that influencers and negotiators were capable of navigating intricate supply chains, managing logistics, and streamlining operations. Negotiators can identify possible bottlenecks, optimize procedures, and strike favorable deals with suppliers and partners by having a thorough understanding of the supply chain ecosystem. Paffenholz et al. (2016) concentrated on "women's inclusion and influence" in peace talks. Women's empowerment and gender dynamics have a significant impact on the bargaining process. Effective influencers and negotiators must value different viewpoints and actively advance gender equality. Ensuring

women's influence and participation in negotiations leads to more equitable and long-lasting results.

According to Mulki et al. (2015), "leadership style" and "power distance" have an impact on the salespersons' work effort and job performance. They emphasized the importance of comprehending and changing one's leadership style to fit with the cultural expectations and power structures that are prevalent in the economy. Effective influencers and negotiators understood that a salesperson's leadership style is a key factor in inspiring and directing them towards attaining their objectives. They realized that in some cultural circumstances, where power distance is frequently evident, various leadership philosophies would be more productive, and that leaders needed to be aware of this element. In order to foster a positive work environment, leaders needed to modify their style of leadership to correspond with the hierarchical structures and power dynamics that are common in Indian organizations and culture. Effective influencers and negotiators were able to create a hierarchy and a sense of respect by recognising and adjusting to the power distance. They were aware of the significance of exhibiting leadership qualities that were consistent with what their coworkers and subordinates expected of them. This included setting up a supportive work environment that promotes open communication, giving clear directions, and acting in an authoritative yet friendly manner.

Barsade and Gibson (2007) highlighted the significance of affect in the workplace and how it influences the abilities of effective influencers and negotiators. Within organizations, the effectiveness of people in negotiating and persuading was observed. This brought attention to how affect, which is characterized as feelings and moods, influenced social dynamics and decision-making processes. Specifically, "emotional intelligence, self-regulation of emotions, empathetic understanding, and the ability to manage and express emotions appropriately" are some of these factors. To increase one's ability to persuade and negotiate effectively in professional settings, they underlined the importance of identifying and developing these skills. One can traverse complex organizational dynamics and get the results they want by comprehending the way feelings and moods affect interactions. Imai and Gelfand (2010) emphasized on the value of "cultural intelligence (CQ)" for negotiators. Effective influencers and negotiators understood the value of comprehending and adjusting to various cultural conventions, values, and communication styles.

They had a high level of cultural intelligence, which helped them negotiate cross-culturally, establish rapport, and form fruitful relationships with people from other backgrounds.

The negotiation process in "cross-border mergers and acquisitions (M&A)" was examined by Ahammad et al. (2016). "Influencers and negotiators" who were successful understood how crucial it was to comprehend and navigate the difficulties posed by cross-border transactions. They acknowledged the important roles that communication styles, legal frameworks, and cultural variations played in the negotiation process. In cross-border M&A, cultural variations have a significant impact on the skills of persuasive influencers and negotiators. They understood the need to modify their negotiation tactics to take into consideration cultural quirks such as various decision-making processes, communication styles, and perspectives on risk and trust. To establish connections, encourage trust, and produce results that benefited both sides, it was crucial to comprehend and respect the customs and beliefs of each party.

Sinha and Kim (2012) discussed a number of variables that affected customers' decision-making processes in the context of online purchasing behavior. Successful negotiations and influencers recognised how crucial it was to take these aspects into account when speaking with customers. They understood that a consumer's inclination to conduct online business was influenced by a variety of criteria, including security, simplicity of use, product knowledge, and platform trust. Effective influencers and negotiators were able to improve their capacity to persuade and negotiate successfully in the online marketplace by addressing these issues and fostering trust through open communication. Bhagavatula et al. (2010) looked at how social and human capital affected resource mobilization and the identification of opportunities in the Indian handloom sector. Effective influencers and negotiators in this handloom business understood the value of creating social networks and utilizing human capital to recognise opportunities and efficiently mobilise resources. To gain access to supplies, craftsmen, and other industry stakeholders' information, resources, and support, they recognised the value of building connections. Influencers and negotiators were able to take advantage of opportunities, close good agreements, and support the expansion and development of the handloom business by efficiently utilising their social and human capital.

## Objective

To measure the factors affecting the abilities of effective influencer and negotiator

## Methodology

This research is a descriptive type that collected data from 179 participants, including individuals experienced in negotiating diplomatic agreements and resolving conflicts on a global scale can shed light on the skills needed for effective negotiation in complex and high-stakes. The data were analyzed using a checklist question, which required respondents to answer with either a "Yes" or a "No" for each question.

## Data Analysis and Interpretations:

**Table 1 Factors Affecting the abilities of effective influencer and negotiator**

SL No.	Factors Affecting the abilities of effective influencer and negotiator	Yes	% Yes	No	% No	Total
1	Effective influencers and negotiators must possess strong communication skills.	169	94.41	10	5.59	179
2	Influencers and negotiators with high emotional intelligence can navigate challenging emotions and maintain composure in stressful situations.	141	78.77	38	21.23	179
3	Influencers and negotiators need to have persuasive abilities to convince others and shape opinions.	150	83.80	29	16.20	179
4	Successful influencers and negotiators often possess strong analytical skills.	166	92.74	13	7.26	179
5	The ability to be flexible and adapt to changing circumstances is crucial for effective influencers and negotiators.	154	86.03	25	13.97	179

6	Influencers and negotiators often encounter conflicts and disagreements.	135	75.42	44	24.58	179
7	Empathy allows influencers and negotiators to understand others' perspectives, needs, and concerns.	159	88.83	20	11.17	179
8	In-depth knowledge of the subject matter or context is critical for influencers and negotiators.	139	77.65	40	22.35	179

Table 1 shows the factors affecting the abilities of effective influencer and negotiator. It was found that around 94.4% respondents accept that effective influencers and negotiators must possess strong communication skills. Additionally, successful influencers and negotiators often possess strong analytical skills (92.7%). Moreover, empathy allows influencers and negotiators to understand others' perspectives, needs, and concerns (88.8%). The ability to be flexible and adapt to changing circumstances is crucial for effective influencers and negotiators (86.0%). Furthermore, influencers and negotiators need to have persuasive abilities to convince others and shape opinions (83.8%). In addition, influencers and negotiators with high emotional intelligence can navigate challenging emotions and maintain composure in stressful situations (78.7%). However, in-depth knowledge of the subject matter or context is critical for influencers and negotiators (77.6%). Lastly, influencers and negotiators often encounter conflicts and disagreements (75.4%).

## Conclusion

Effective influencers and negotiators are determined by a variety of factors, which are very important. Their performance in their respective roles is substantially impacted by these variables. Influencers and negotiators working in an economy need to be culturally aware and flexible. The nation's rich cultural environment necessitates respect and awareness for its traditions, languages, and customs. Cross-cultural communication abilities are necessary for an effective influencer or negotiator to forge connections and win the trust of a variety of audiences. It is crucial to understand the local market and consumer preferences. Unique problems and opportunities are presented by the enormous and dynamic market. Understanding the subtleties of the market allows

influencers and negotiators to better adjust their techniques for better results in terms of audience engagement or productive discussions. Additionally, in the present era, being adaptable to technological changes is essential. Online platforms and social media are now essential tools for influencers and negotiators due to the country's rapid digitization and high internet penetration rates. Gaining expertise in using digital platforms and comprehending new trends can increase their influence and reach. In conclusion, people who want to be great influencers and negotiators need to have a solid grasp of local markets, excellent interpersonal skills, and the capacity to adapt to new technologies. Establishing trust, communicating with a variety of audiences, and getting results are all dependent on these factors. Adopting these characteristics can help influencers and negotiators navigate the complexities of the market and increase the effectiveness of their influence and negotiation.

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