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### So You Think You Can Negotiate? A Study of the Effect of Personality on Negotiations in a Job Context

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# SO YOU THINK YOU CAN NEGOTIATE? A STUDY OF THE EFFECT OF PERSONALITY ON NEGOTIATIONS IN A JOB CONTEXT

*Hana Davisson, Benjamin Kugelman, and Emma Turnbull*

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The question we are exploring through this research is the link between personality traits and negotiation. More specifically, we are investigating whether one or more of the Big 5 Personality Traits affects willingness to negotiate and/or success in negotiation. This research question is especially relevant to recent college graduates who are interested in successfully negotiating for their first job benefits. We believe having a firmer understanding of the effect of certain personality traits on the outcome of negotiations will better inform and prepare graduates for life in the workforce, in addition to benefiting anyone who experiences various negotiation settings. The data was obtained using a personality exam and a simulated negotiation experience through a Qualtrics survey, and found our research participants through mTurk. This data was then numerically quantified in order to study correlations between various personality traits and negotiation outcomes. Based on results from the initial pilot study, the research showed that assertiveness is positively correlated with willingness to negotiate and achieving greater success in negotiations. Once the rest of the data has been collected, we anticipate seeing more positive correlation between certain personality traits and willingness to negotiate/success in negotiation as well as more personality traits that negatively correlate with willingness to negotiate/success in negotiation. This research question matters because it can show that success in negotiation does not just depend on learning negotiation skills, it also depends on knowing and recognizing different personality traits and how they play a part in the negotiation setting. Knowing one's personality type and how those types interact with others and with the world as a whole is important to better understand one's strengths and weaknesses as well as opportunities for growth.