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Importance of ICT for a Successful Collaborative Negotiation Process

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Abstract---Technology has gained much prominence in recent decades, For this reason, the main objective of the research is to provide information on the importance of information and communication technologies, within the different negotiation processes, it should be noted that by mentioning these technologies, the analytical conclusion can be reached that they are an infinite set of knowledge and tools, expressly linked to the consumption and transmission of information and based on the abrupt and technological change that society has experienced in recent years to achieve effective negotiation, without the need for the process to deal with face of it, managing to incorporate the technological world into the business world. In another vein, it is important to note that the methodology used in the research is descriptive, documentary, and field, having a non-experimental nature since it only seeks the storage and collection of data relevant to the objective of the research, In addition to this, the selected population is people belonging to Ecuador, with a sample of 80 people, and the technique and tool used

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for data collection is a closed type survey, which in turn is classified in simple selection.

Keywords---communication, connection, efficiency, technology.

Introduction

The whole world is constantly evolving, as mentioned above. Since the beginning of humanity, endless progressive changes have been evidenced for human beings in different areas of life, especially in the way of obtaining certain benefits for their progression. It can be said that negotiation between individuals is an essential part of this chain of benefits. As [Nurmilaakso \(2009\)](#), mentions, “negotiations can be considered as a highly relevant element of human behavior. Therefore, learning to negotiate is key because an inefficient way of negotiating can lead to both personal and professional problems”. Over the years, the way of trading has shown new techniques and strategies that promise to improve and maintain positive results. An example of this is Information and Communication Technologies (ICT).

By mentioning these technologies, one can reach the analytical conclusion that they are a set of knowledge and tools, expressly linked to the consumption and transmission of information and from the abrupt technological change that society has experienced in recent years, this due to the undeniable appearance of the Internet. It should be noted that taking into consideration BMN (2013) it can be emphasized that ICTs are a fundamental part of life, as expressed by the author in the following way: “In recent years, ICTs have taken a very important role in our society and are used in a multitude of activities, these are already part of most sectors: education, robotics, public administration, employment and companies, health”.

ICTs have revolutionized the way of life in recent years, thus achieving the invention of new methods of commercialization and collection, as well as alternative means for the flow of information. It is at that precise moment where we begin to talk about collaborative negotiation processes using information and communication technologies. An example of this can be stated by [Pauleen & Yoong, 2001](#)) which establishes that. From the perspective of collaborative negotiation, the needs of the other are taken into account, and work is done to reach a beneficial agreement for all interested parties, at the same time that the relationships of trust between the parties are strengthened, be they personal, institutional or in the business world.

In the same way, it is important to mention that, unlike in previous years, the presence of ICTs allows instant communication, which makes the negotiation processes even easier to proceed with. Collaborative negotiation and the use of ICTs are indispensable tools in the process, according to the definition provided by [Fisher et al., 2011](#)) in its digital magazine, it establishes that. Collaborative Negotiation is a non-confrontational conflict management tool. Address conflicts in a creative way, investigating the interests of all parties and working so that the

agreement that is obtained satisfies those interests, and enriches the relationship in the future (Hollenstein, 2004; Spanos et al., 2002).

The use of ICT is necessary and useful in a negotiation that has as a priority to establish benefits for both parties, to win between all those involved, always using the best tools, techniques, and strategies that obtain the best possible results. About this issue, it can be argued that collaborative negotiation in conjunction with ICTs, seeks the well-being of people, due to its main characteristic of "win-win" where it mainly works with obtaining the interests of both parties. egalitarian form, since this type of negotiation, is designed to obtain the best possible results, especially with the tools used to get an idea of the points of view of the interested parties. Negotiation processes make use of information and communication technologies, allowing what is necessary to achieve a good negotiation can be stored, distributed, and disseminated, making use of computers, telephones, among others, managing to be the tools most used by man in recent decades. As well mentioned, (Moreira-Choez et al., 2021). Negotiation is constantly present in people's social and family life and is part of the relationships and interactions that are established in the various institutions, as a way to shape an agreement or to resolve a disagreement.

Materials and Methods

It should be noted that taking into consideration (Hernández Sampieri, 2014), it can be considered as he defines it in the research design: "It is a plan or strategy conceived to obtain the information that is desired to respond to the problem statement". Therefore, it follows that the research design is a descriptive, documentary, and field methodology, since it seeks to have a level of knowledge and on providing the necessary information on the collaborative negotiation processes, in conjunction with ICTs' s, in addition to informing people about the advantages of making use of information and communication technology to negotiate. In addition, it can be added that the research has a non-experimental nature because it seeks to collect data that is provided directly from the selected sample, without manipulating or controlling any variable, hence it's documentary and field characteristics because it only seeks the registration, analysis and obtaining results that can serve as a guide for this and future research.

Depending on what has been raised, it can be added that the selected population is people belonging to Ecuador, chosen at random, to store, record, and analyze the data obtained about how well people know about collaborative negotiation processes and about the importance that has the ticks in this negotiation process, in addition to that there is a sample of 80 people, who mentioned above, were randomly selected, these people being the ones who showed greater empathy and disposition at the time of surveying the collection of data, allowing to know their opinions regarding collaborative negotiation and how useful information and communication technologies can be as a business mediator (Hilty et al., 2006; Bizirgianni & Dionysopoulou, 2013).

In the same order of ideas mentioned above, the selection of the people who are part of the sample was carried out using a technique called non-probability sampling; which in turn is classified into casual or accidental sampling, which

Arias (2012), defines as follows: “allows the elements that are part of the sample to be arbitrarily chosen, without having an opinion, criterion, judgment or Preset Feature”. It is important to emphasize that one of the most important components of an investigation is the data collection technique and tool, since taking Arias (2012), as a reference, it can be defined as follows: “A data collection instrument is any resource, device or format (paper or digital) that is used to obtain, record or store information”. To carry out the research, data was collected, using the closed-type survey as a technique, which is classified at the same time as simple selection, because multiple options are established, but the person in charge of conducting the survey can only make use of an option as a response, having as a reference the established criteria of the Likert scale, which allows obtaining the results on the level of agreements or disagreements by the surveyed population on the benefits of tics in collaborative negotiation processes in the equator.

It is convenient to note that the survey carried out is composed of five (5) items, which have a direct relationship with the problem to be investigated, which is to know the perception that Ecuadorians have about the importance and advantages that tics have in the processes of collaborative negotiation and that both support and promote the use of the same in the country. About the aforementioned, it is important to add that once the instrument or data collection technique was administered, the analysis of the information collected was given way, through the use of the Likert scale, which is mentioned above, thus achieving the synthesis, and comparison of the statistics expressed in the form of graphs using the use of Excel, allowing to have clearly and concisely the results that will serve as a guide or structure for future research (Ahmadi et al., 2011; Dörrenbächer & Gammelgaard, 2006).

Analysis and Discussion of the Results

It is important to mention that for Roberto Hernández Sampieri (2010), “Collecting the data implies drawing up a detailed plan of procedures that lead us to gather data for a specific purpose”. About the aforementioned, it can be noted that with the conduct of this research, the collection of data is sought to serve as a guide for this and future research, on the importance of information and communication technologies in the processes of collaborative negotiation, since it has as its main characteristic being the most effective and efficient negotiation method since it seeks to obtain the best results or rate of closing agreements, with the minimum of resources, using tics as a means, due to that these are communication tools that allow a more direct and effective connection between negotiators, in addition to allowing the storage and registration of products, through electronic devices such as computers, telephones, tablets, among others. The quality of knowing collaborative negotiation processes is valued according to the criteria of the Likert scale, where 3 different positions are evidenced, as shown in figure 1.

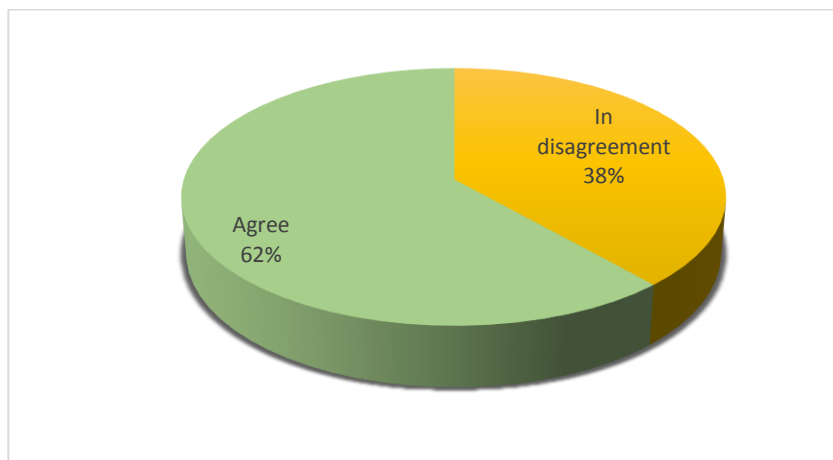


Figure 1. Importance of knowing the processes of negotiations, especially the collaborative one

In figure 1 it is evident that almost 70% of the surveyed population agrees with the importance of knowing the negotiation processes, having the collaborative process as the main process, making use of technologies of information and communication as a fundamental characteristic of this process, since tics seek to provide, store and record information about what is to be achieved with the negotiation, through the use of digital media or tools, among which the email services, cloud storage, use of social networks, online games nea, among other means, to thus achieving the main characteristic of collaborative negotiation, which is the “win-win” approach since it seeks that both parties can benefit equally (Kristensen & Gärling, 1997; Sonnenwald, 1996).

The usefulness of the information and communication media in the country, to promote and disseminate collaborative negotiation, in addition to other processes and/or products, is valued according to the criteria established on the Likert scale, where the level of agreements and disagreements that the people surveyed have, to have a guide for future research, that is why the usefulness of tics is reflected in 3 different positions, as shown in figure 2.

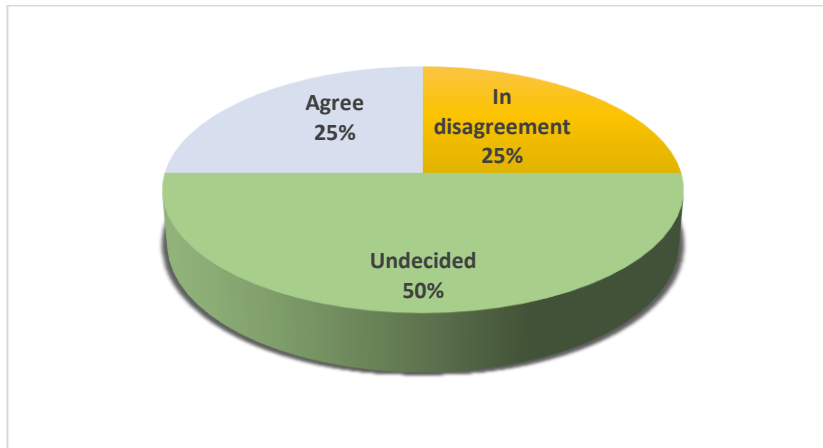


Figure 2. The usefulness of the information and communication technologies in the country.

50% of the Ecuadorians surveyed are at a neutral point, where they neither agree nor disagree with the usefulness of ICTs in the country's negotiation processes, all this due to the lack of information that exists regarding the importance of information and communication technologies since thanks to them it is possible to disseminate, store and record the different points of view or opinions of people. It should be noted that in an investigation carried out by [Sokolova et al. \(2006\)](#), where they mention these in the following way: ICTs refer to digital media or tools that allow access, search, retrieve, store, create and disseminate information. The most common are computers, mobile phones, databases, and the most popular and influential, the Internet.

About the aforementioned, it can be emphasized that these are a fundamental piece in the negotiation processes because it seeks to disseminate, and provide the necessary information to achieve a successful negotiation, achieving that both parties receive equal results, without affecting anyone, and promoting the use of technology, which today has gained prominence, due to the large mass of people who make use of the internet and the different digital tools that exist. The use of information and communication technologies in negotiation processes is valued in 3 different positions, as shown in figure 3.

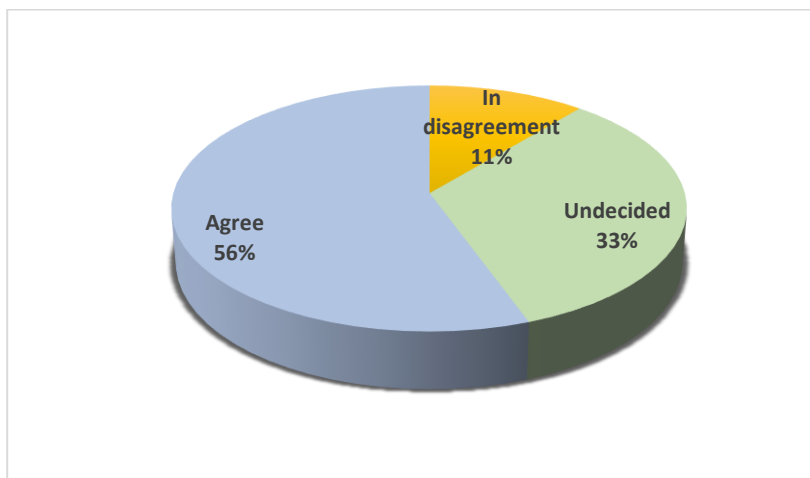


Figure 3. Use of ICTs in communication processes

It noting that 11% of the surveyed population disagree with the use of tics in negotiation processes, although it is a minority, it should be taken into account that in these people there is a lack of information regarding the advantages of tics, due to They think that they are not important in the negotiation processes, because their main characteristic is digital, through advertising campaigns on social networks, the Internet, email services, among others (Yamamoto et al., 2012; Yang et al., 2009). That is why it is necessary to encourage the people belonging to Ecuador that the use of these technologies allows entry to a new modern world, where the digital predominates, bringing with it new negotiation processes where conflict is not sought, but a formal treatment. harmonica without seeking to harm anyone. The importance of advertising campaigns that promote and promote the use of ICTs, their various advantages, and benefits in the negotiation processes, is valued according to the criteria of the Likert scale, where 3 different positions are reflected, according to what is shown in figure 4.

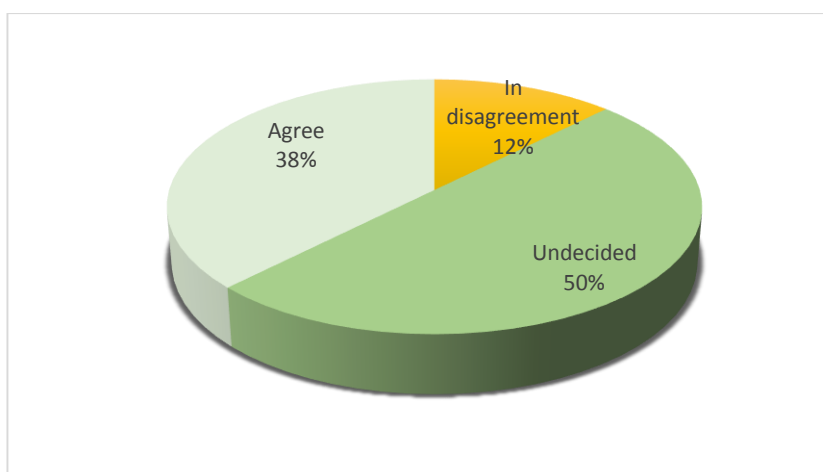


Figure 4. Importance of advertising campaigns that promote the use of ICTs and their advantages in negotiation processes.

Figure 4 shows that 50% of the population in charge of conducting the survey does not agree or disagree, with the importance of advertising campaigns that promote and promote the use of information and communication technologies in negotiations, due to the aforementioned, which is the lack of information that exists on the advantages that these have for the negotiation processes, which allow promoting win-win, thus achieving an effective negotiation where all participants have the same results, reliably and transparently, as one of the characteristics of the negotiations. However, it is good to note that there is almost 40% of people who support the encouragement and promotion of the use of these, supporting the incorporation of the digital world in the business world, due to the various advantages that it offers, since they can be used for administration and distribution of information, through the digital tools mentioned above, where computers, telephones, televisions, or any other equipment that allows the dissemination of the information to be provided are highlighted (Utomo & Darma, 2020; Jaya et al., 2020).

It is clear that there are a large number of positive points, but not everything is good with ICTs in collaborative negotiation processes. Some studies carried out by specialists in the field, affirm that these have promoted a dispersion of information, which translates into a greater degree of content disorder (as occurs with the Internet) and even hasty access to it, contributing to ignorance. and of course irresponsibility in the public, incapable of recognizing whether the sources are reliable or not. However, it should be noted that the use of tics, in the right hands, can be very helpful for the promotion, dissemination, and storage of information, bringing with it different positive results in any negotiation process. New technologies are necessary for the negotiation processes in the different companies of the country because they allow a more effective and direct connection with the person, and although people think that face-to-face negotiations are not the same as virtual negotiations, A study carried out by (Saner, 2012) had as a result that virtual negotiations have the same weight as a face-to-face negotiation, and emphasizes the previously mentioned where it can be added that in the negotiation carried out with ICTs Several advantages are identified because clear languages are used, becoming a mechanism to carry out negotiation strategies. Other studies concluded that under certain conditions, vocabulary richness, language complexity, and text prediction are similar in face-to-face negotiations and electronic negotiations, which again seems to become an important argument in favor of ICTs as a tool. in the negotiation process and this specific case for international sales operations.

In the same way, these new technologies have promoted an enormous exposure of intimate and personal life, in addition to the obligation of a connection to the different virtual groups that have been established over the years, giving rise to very addictive and harmful behaviors, in addition to being unhealthy for the new generations. Together with this, new forms of risk are created every day, but it is necessary to remember that not all the digital world is harmful since part of this virtual world helps to promote the different companies that exist, through various advertising campaigns, It also encourages the good use of information and communication technologies more maturely and responsibly, allowing effective negotiation processes to be achieved (Mansell, 1999; Selwyn, 2003).

For this reason, in a study carried out by (Cohen, 2008), it was stated that the use of ICTs is useful in negotiation processes due to the ease provided by these tools, in addition to the incorporation of the digital world in different companies in the country, it should be noted that the aforementioned author defines the importance and advantages of ICTs in the negotiation process as follows: The ICTs to be used by companies for the negotiation processes have the challenge of allowing negotiations effectively, generate trust and an environment conducive to maintaining relationships so that in this way they reflect the benefits that face-to-face negotiation currently has, but without neglecting the ease of communication, agility to negotiate, and the reduction of time, costs and displacement, which are the characteristics that make ICTs appreciated and allow better relations between negotiators.

Conclusion

The world as it was known a few decades ago has changed enormously, things that seemed impossible in terms of technology, today it is practically part of the day, the use of ICTs at the business level is increasingly used and considered to get ahead, the adequate exploitation of all the resources it can offer, the ease offered by these tools when negotiating, seeking to satisfy the person. For this reason, information and communication technologies are a key element in the negotiation processes and daily life due to their constant use by people, generating the promotion and dissemination of the information that you want to promote. You must know how to exploit and make the most of the different tools, strategies, and techniques that continue to appear every day in favor of the constant evolution of humanity. New information and communication technologies are important and necessary to continue building a strong and reliable digital world. In business matters, the utility makes even more sense due to the large number of variants always offered.

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