

Gender and Negotiation: Effects of Topic and Power

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ABSTRACT

Two programs of research on gender and negotiation will be presented. The first research program concerns how the masculine versus feminine nature of the topic being negotiated moderates gender differences in negotiation. Across three studies, men performed better and were more likely to negotiate than women when the negotiation concerned masculine issues. However, these gender differences were either eliminated or reversed when the negotiation concerned feminine issues. The second research program concerns the relationship between gender and power on negotiation. In two studies, a significant interaction between gender and power was found on likelihood to negotiate and performance expectations, such that women were significantly more likely to negotiate and had higher performance expectations after undergoing a power manipulation. In a third study, power mediated gender differences in likelihood to negotiate within a masculine context. Altogether, the findings underscore the importance of both negotiation topics and power in understanding the relationship between gender and negotiation.