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THE FRAMING OF BUSINESS NEGOTIATIONS BETWEEN SOUTH AFRICA AND GHANA

Christakis Philippides

A research report submitted to
the Faculty of Commerce, Law and Management,
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in partial fulfillment of the requirements for the degree of
Master of Business Administration

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ABSTRACT

This research report focuses on the impact of framing on the degree of influence in business negotiations between South Africa and Ghana. Influence in negotiation establishes the foundation for future business that can be agreed upon by two parties. Here the two negotiation counterparts are from markedly different backgrounds and from diverse cultures. Showing and understanding how one means what one says or does is achieved by a myriad of perceptions in one's mind. Some of the factors and principles at play in negotiations are considered in this research to explain the formulation of frames and their subsequent impact on the degree of influence in negotiations. The validity of set propositions is tested by means of interviews with four respondents from each country. The results are analysed qualitatively. This research established that framing impacts significantly on the degree of influence in business negotiations.

DECLARATION

I, Christakis Philippides declare that this research report is my own, unaided work. It is submitted in partial fulfilment of the requirement for the degree of Master of Business Administration in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

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Christakis Philippides

30 November 2006

DEDICATION

Mom, Dad, Nouna

Your love, patience and support have been my inspiration

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