

Women negotiate better than men

Yael Itzhaki of Tel Aviv University has conducted an experiment in which it is clear that women are better negotiators than men in business. Economists collected a 554-member group of management students from Ohio State University, New York and Israel.

Women offered better conditions than men, and facilitate interaction between the parties to the talks. In the simulation, they determined the conditions for the formation of the joint venture, including the important issue of allocation of shares. During the experiment, the men began to assimilate and use the women's negotiating style. At this point, Itzhaki notes that a secondary level, often criticized as too and compassionate approach, is not promoted. Meanwhile, their colleagues from work also adopt and effectively apply the same strategies ...