

# Quality of Information System Negotiation Processes

*Case Study at Vodafone Maastricht, the Netherlands*

Abstract

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## Abstract

This research has been focused on the assessment of the quality of negotiation processes. This assessment focused on a case study where the stakeholders have different viewpoints on different levels and where there is a lack of consensual view on the problem and system perspective.

The WinWin Negotiation Model was chosen to address these problems. This model will generally increase the stakeholders' levels of cooperation and trust. Other positive effects of the model are mutual satisfactory, equalization, more realistic expectations and a shared vision. These positive effects of the WinWin Negotiation Model have been used to assess the quality of the negotiation process.

Two negotiation sessions have been set up based on the WinWin Negotiation Model. The sessions were accompanied by a pre and post test questionnaire and observations.

The analysis has shown that the sessions in combination with the WinWin Negotiation Model had a significant positive influence on mutual satisfactory, expectations and shared vision. It also had a positive, but not significant, influence on cooperation. The model in combination with the sessions had a negative, but not significant, influence on trust and equalization. These results are supported by the results of the sessions.

The outcome of the pre and post test analysis in combination with the results of the sessions are in contrast with the observations and the expectations of the WinWin Negotiation Model. Therefore this difference has been clarified with additional research on several hypotheses.

The additional research showed that especially the lack of priority to this project and company culture have had a negative influence on the negotiation process. The participants favored their daily work over this project. And the WinWin Negotiation Model is incorporated in a phase which can easily be skipped and which the company does not value so much because of the lack of tangible results.