

**Barry Fisher, Richard  
Kenny**

[„Actually I am different.“  
Subjective constructions of  
ethnic identity in a migration  
context and new ways in  
psychological acculturation  
research]

Universität Bayreuth

## **Introducing a Business Information System into an Engineering Company.**

Barry Fisher, Richard Kenny von Barry Fisher, Richard Kenny

### **Abstract [English]**

"an important component in conflict management and mediation comprises the negotiation of conflicting interests. whereas past research in this area has focused primarily on situations with only two conflict parties the work presented here deals with multi-party negotiation. negotiation of an agreement can be characterised as the establishment of a common decision rule or solving strategy. a prominent rule is log-rolling which aims at trade-offs between different negotiation issues. in its simplest form log-rolling is achieved by sticking to one's position on issues of high importance whilst conceding on issues of low importance. in multi-party negotiation, however, a different form of log-rolling can be required. in fact, sometimes the most important issues have to be given up in order for the group to obtain a good outcome. in such cases a less plausible rule is in contradiction with a more plausible one. this rule conflict is expected to lead to worse outcomes. these hypotheses are tested in three experimental studies using formalised negotiation tasks in role plays. in two different scenarios, a business negotiation and a peace negotiation, interests are pre-defined in such a way as to create negotiations with and without a rule conflict. it turns out that a rule conflict leads to markedly worse negotiation outcomes. this effect is quite robust. it is only in part affected by structuring the discussion and by providing negotiation parties with additional aids. therefore, in multi-party conflicts, it is recommended to stimulate a search for solution strategies that is as flexible as possible and to look for alternatives even for positions that are of high importance to parties. a mediating party should focus its support not only on the generation of strategic approaches, but also on their implementation."

(author's abstract)

**Keywords:** Ethnic identity, acculturation orientations, domain specificity

### **Abstract [Deutsch]**

"eine wichtige komponente von konfliktmanagement und mediation besteht in der verhandlung widerstreitender interessen. während sich die bisherige forschung in diesem bereich vor allem auf situationen mit nur zwei konfliktparteien konzentriert hat, behandelt dieser beitrag einige besonderheiten von multilateralen verhandlungen. das