

COMMERCIAL NEGOTIATIONS OPTIMIZATION UNDER COMPETITIVENESS INCREASING WITHIN THE KNOWLEDGE BASED ECONOMY

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Abstract: : Given the strong economic development and diversification of international relations it was foreseen the need of imposing to realize trade negotiations frequently and consistently, in the idea of maximizing economic activities profitability.

Therefore, strategies to improve the process of negotiating followed an upward trend towards the correct assessment of the limits of the negotiating partners under discussion, aiming to enhance responsiveness to dynamic market requirements, anticipating and recording with much promptness and sensitivity the focal points unfolding the process itself.

Re-engineering measures orientation of the commercial negotiation process towards boosting economic agents with a high export potential, lead to the implementation of assistance programs to encourage the emergence of new strategies to seize the competitive advantage within the specialized market allows the flexibility in action sizing and economic conjuncture and cultural peculiarities of the business partner predicting.

JEL classification: D33, D51, F17, G17, L25

Key words: commercial negotiations, knowledge based economy, negotiating strategies, endogenous and exogenous variables and optimization.

In the context of globalized knowledge based economy and increased competition on international markets in general, and the transition process in former with hyper centralized economy countries, in particular, programs of economic restructuring and reforms in trade policy are the basic conditions of growth of national economies.

Macroeconomic government initiatives must be accompanied by measures at the microeconomic level to ensure the development of a highly dynamic sector of small and medium enterprises, with a high degree of competitiveness both domestically and internationally.

In this regard, the literature, **especially focused on countries in transition**, considers as a critical priority, increasing the adaptability of indigenous export supply to external market demands, and to bring local business circles to the rules, practices foreign trade and modern techniques available internationally in a national strategy to promote foreign trade.

Starting on this understanding, commercial negotiation precession acquires new values in the new international knowledge based economic context, as we must respond mainly to a few basic requirements that would allow the yield obtained quantification.

Given, the strong economic development and diversification of international relations to realize negotiations is being foreseen the need to impose trade frequently and consistently, in the idea of maximizing economic activities profitability.

Therefore, the **strategies to improve the process of negotiating** followed an upward towards the correct assessment of the limits of the negotiating partners under discussion, aiming to enhance responsiveness to dynamic market requirements, anticipating and recording with much promptness and sensitivity the focal points unfolding the process itself.

Thus, ensuring **cost-quality balance-time is a prerequisite for effective use by business opportunities in the short and long term within the knowledge based economy.**

Making a clear distinction between their goals and needs established negotiating partner can lead to cost-time optimization for specific activities to promote national and international transactions and long-term development needs of a real potential export – imports supply in the national economy.

In international business transactions, diversification requirements should provide necessary technological support negotiations to bring modern methods and constantly evolving for the efficient running of the business of foreign trade and the standards imposed by competition on international markets.

Re-engineering measures orientation of the trade's negotiation process towards boosting economic agents with a high export potential, lead to the implementation of assistance programs to encourage the emergence of new strategies to seize the competitive advantage within specialized market sizing allows flexibility in action and predicting economic conjuncture and cultural peculiarities of the business partner.

Design and implementation of strategies, tactics and negotiation techniques which take into account the endogenous and exogenous variables of business processes, ensuring synergy between firms and local suppliers in foreign trade performance in the same field of activity stimulate the establishment of mixed groups: exporters' importers, manufacturers specializing in marketing activity.

Considering the **multivalent content of special programs design aimed at speeding up the internationalization of commercial transactions within the knowledge based economy**, trade negotiations are on to establish long term business relationships with existing similar organizations in partner countries.

In the new conditions in international and national development and implementation of a strategy to promote trade negotiations aimed at retaining business partners over a long period of time, being estimated to be the initiative with the highest chances of success.

Currently, since the development of a country's foreign trade is considered a fundamental element for the progress of national economy appears to be imperative that the development strategy of promoting trade negotiations as a priority for economic units.

Thus it should be maintained the concept under which the as a strategy to promote this type of negotiation has to be really effective, it must be closely linked with other existing economic development initiatives at national level.

As a conclusion to the above must be firmly stressed that the main factor that puts into practice the guidelines of the national strategy is to promote international negotiations in any market economy, private sector, the sector must participate and to develop it, taking along with the governmental responsibility for success or failure of that strategy.

Therefore the national export promotion appears as an essential for achieving effective international commercial transactions within the knowledge.

Continuing on the same line, giving details of the elucidation of the main aspects of international commercial transactions involving a professionalized analysis of decision variables in the process of negotiation, performance is evidence of positive financial results which are registered following the unfolding transaction.

Success lies therefore in the ability of negotiating partners in reaching a common ground between the objectives of both parties.

Mechanisms to continue processing international transactions necessitate real-time evaluation of performance ex ante and ex post trade negotiations, as a condition sine qua non of the economic costs involved in process optimization.

Under the aegis of intensifying international trade relations an essential aspect is the ability to negotiate that connect all the means which the negotiator can use in order to obtain a solution as agreed as closer of own negotiating position as possible.

The **degree of knowledge** about the market and partner, knowledge of domestic and international commercial law and international usage INCOTERMS can be viable prerequisites of used tactics to counter the allegation debate partner, and reducing the period of reflection for redefining the position and why not exchanging concessions to close the position or compromise agreed to concessions.

Therefore the general factors of influence of the negotiation results are the pre-exist negotiation themselves, that practically are independent of all other components of the framework.

They are the first items to be considered in the preparation of rounds of negotiations.

Main culprits, whom the literature shows, and **influencing the results of negotiations** are crops which are partners in environmental negotiations or dominant culture, personality negotiators and bargaining power of the negotiating parties.

Thus, in the process of negotiation, the negotiator will have to take into account the interdependence of several strategic variables that can converge to promote an integrated system; the transformation from a variable will cause changes on other variables.

The variables witch show the highest degree of importance in the negotiation process is:

Setting priorities;

Communication objectives;

Orientation in communication with the partner and the interaction with control – involvement;

Reliability analysis for one's partner. Effective techniques, proposed to be implemented at the negotiation table by providing professionals possible scenarios to resolve the imaginable situations.

In order to optimize the results of trade negotiations, especially in terms of internationalization effort of the commercial transactions between organizations, it must be studied the evolution of these variables for the formulation of strategies to improve

the integration level negotiating process management techniques, taken in isolation, some means this should work to remove the strategic line, where the concrete conditions of market demand.

However, if removal becomes a chronic mismatch, followed tactics could compromise strategy.

The dynamism of contemporary trading requirements makes it necessary to diversify the forms of negotiation:

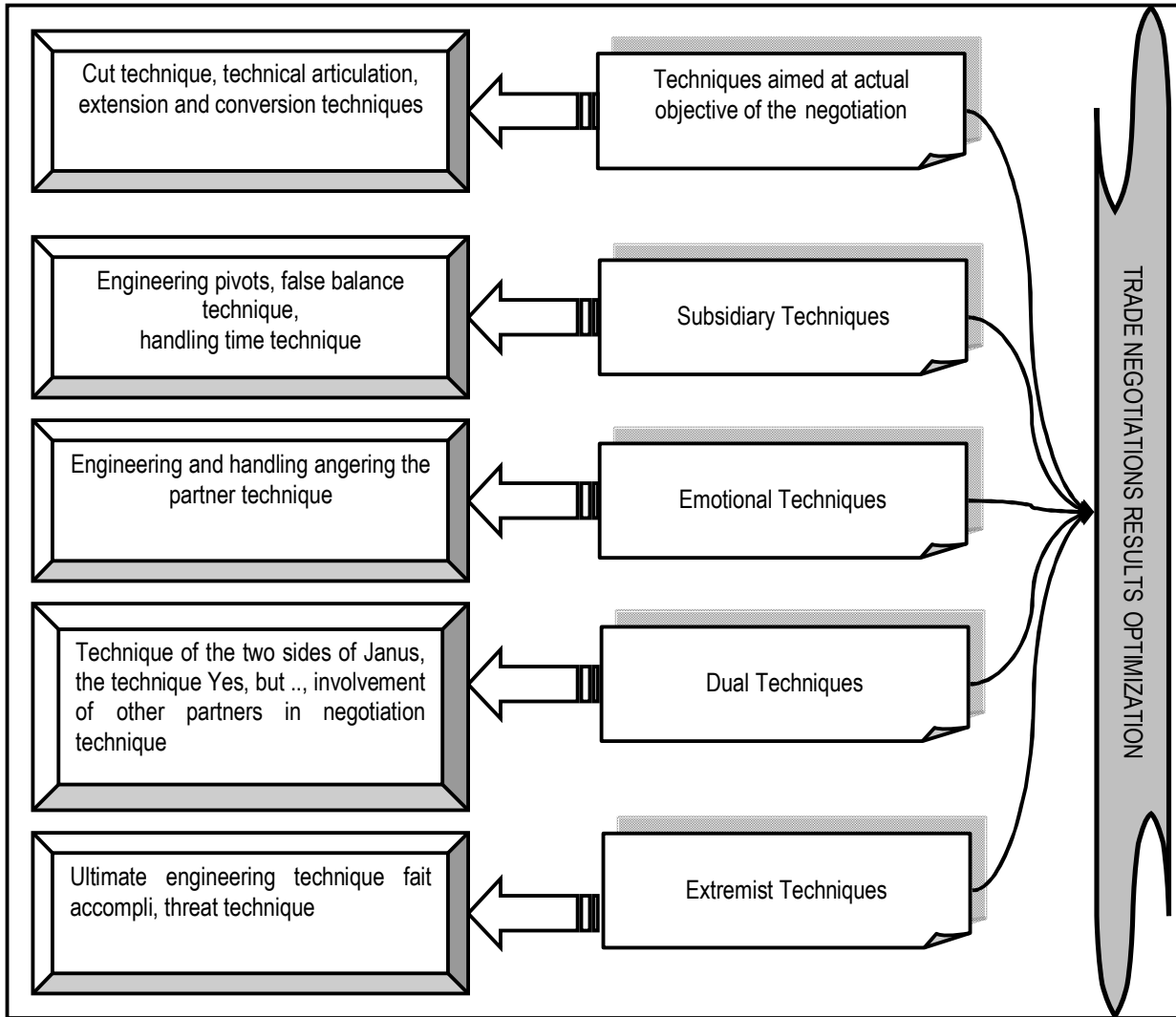


Figure 1. Optimizing the results of trade negotiations

Therefore, in order to optimize the results of the analysis type of negotiated trade negotiations is vital to know and anticipate the behavior broadly that it will take partner and design a proper greeting behavior.

Of the three basic types of negotiation: **the distribution-** to choose only between victory and defeat adversaries with participants to negotiate the opposing interests, the result is determined decisively by the relative strength of these, **the**

integrative-based on mutual respect and tolerance of differences in aspirations and opinions, which exploit the creativity, the search for constructive and dynamic options, mobilizing ideas and actions we are less concerned to demonstrate the validity of a position as to convince the other of interest to work together and **the rational**-in which parties propose to resolve disputes on a background of objective position.

Therefore, depending on the needs of economic conjuncture can choose one of three options, just taken of the fact that **distributive negotiator** seeks to not cause a rift between the parties, **integrative negotiator** focuses on reciprocal concessions and **rational negotiator** seeks to understand the stakes and unresolved differences are resolved through recourse to objective criteria.

Regarded as an economic category, **international commercial transaction** is, without doubt, extremely comprehensive, encompassing all activities linked it to the negotiation and the contract, delivery-transport, insurance, settlement price, the necessary transfer of fact and law, ownership of material goods from seller to buyer, persons, usually in different countries.

So, diversification requirements of international commercial transactions involving a sum of economic activities, which are essential as many legal relations, including the central axis is the trade negotiations.

In accordance with the above, **international trade transaction** as the whole economic activities aimed at making international trade transactions on the movement of goods from seller to buyer brings into question the necessity of using strategies negotiating body dimensional character sustainability.

Currently, regardless of size and scope of work of an organization, its involvement in the international business development is a prerequisite not only to increase profits, but also for the existence of said company, as techniques and tactics of negotiation commercial need to align the new coordinates commercial activities.

Mainly for small and medium operations involved in export / import, is the main form of internationalization of their activities, while for large companies, this is the first phase of **international business development**, commercial negotiation reaching an adequate level of evolution, **directly coordinated with the development organization**.

Increasing and diversifying the proportion of children growing trade with foreign countries, the increasing complexity of the economy, the high percentage of foreign trade in gross domestic product in national income requires not only **continuous improvement of commercial negotiation mechanism**, but also improving and systematizing effective use of financial resources, posts made, human, and not least information. As in other areas of national economy, economic relations decision to use a particular fundamental type of negotiation, in terms of getting as large a percentage of net profit achieved varied information needs, provided the rhythmic, which require to be evaluated promptly to obtain the best results.

Optimal size of the major contemporary economic thinking and action is the best solution to a problem of management, and optimization is the process or sequence of processes and methods used to identify optimal.

Rapid transformations in the globalized knowledge based society generated the multitude and variety of information to be combined need, with amazing speed of movement of information as a result of developments in communication technology, diversity applicable commercial technologies, flows of goods or services

offered on the market, facing the commercial negotiation modern with the most complex problems that require intelligence solutions in a fast space.

In this context the question raises is about the optimal implementation strategy for the commercial negotiation at the enterprise from the national economic level. To identify the optimal, or negotiating an alternative property to be the best, **within the knowledge based economy with modern management strategies**, effectively one must not only use insight and flair, but increasingly has to put its base on interdisciplinary analytical work, particularly in the context of diverse and increased demands of commercial transactions.

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