

Regarding the Deal Values from the data sample drawn (DEALVAL), the Independent Mann Whitney U Test evidenced that the group "Structured Negotiation Approach" presented a superior performance in comparison to the group "Situational Negotiation Approach." Thus, $U = (55873,500; p < 0,05)$.

Regarding the Number of Options for Value Creation from the data sample drawn (OPTIONS), the Independent T-Test evidenced that the group "Structured Negotiation Approach" presented a superior performance in comparison to the group "Situational Negotiation Approach." Thus, $U = (41948,000;p < 0,05)$.

In these data, regarding DEALVAL, the null hypothesis is rejected at the $\alpha = 0,05$ level of significance. The difference between the Structured Negotiations Approach and the Situational Negotiation Approach is statistically significant ($p = 0,001$), i.e., one in one hundred samples might result by chance. Therefore, the alternate hypothesis of H_1 is statistically significant.

In these data, regarding OPTIONS, the null hypothesis is rejected at the $\alpha = 0,05$ level of significance, because the difference between the Structured Negotiations Approach and the Situational Negotiation Approach is statistically significant ($p = 0,000$), i.e., one in one hundred samples might result by chance. Therefore, the alternate hypothesis of H_2 is statistically significant.

Figure 10 illustrates the Hypothesis test summary and conclusions. Observe the null hypothesis rejection in both variables under investigation:

Hypothesis Test Summary				
	Null hypothesis	Test	Sig.	Decision
1	The distribution of DEALVAL is the same in the GROUP categories.	Mann-Whitney U-Test Independent Samples	,001	Reject the null hypothesis.
2	The OPTIONS distribution is the same in the GROUP categories.	Mann-Whitney U-Test Independent Samples	,000	Reject the null hypothesis.

Asymptotic significance is displayed. The significance level is .050.

Fig. 10:- Mann- Whitney U Test StatisticsHypotheses Test Summary. Source: SPSS 26.

Figure 11 compares the means between the two variables DEALVAL and OPTIONS, as follows:

Report			
GROUP		DEALVAL	OPTIONS
SITUATIONAL APP	Average	534505,8799	,99
	N	356	356
	Deviation Error	943403,44397	,424
STRUCTURED APP	Average	684234,0329	1,66
	N	364	364
	Deviation Error	951646,04793	1,139
Total	Average	610201,7795	1,33
	N	720	720
	Deviation Error	949878,96806	,927

Fig. 11:- Means Report. Source: SPSS 26.

V. DISCUSSION

Theoretical Implications

The purpose of this research was to test the hypotheses H_1 and H_2 regarding the variables DEALVAL and OPTIONS. One conclusion, drawing from the data investigated, points out statistical significance in both cases ($p < 0,05$), according to the Mann-Whitney U-tests results.

Evidence showed that a structured negotiation approach performed higher deal values and a more significant number of options created formutual value than a situational negotiation approach. In conclusion, the application of negotiation skills and systematic preparation before negotiation implied in better results, as shown in Figure 11.

Implications for managerial practice

This research has implications in different fields of related studies, such as (i) mining industry (Dias, M. & Davila, 2018); aerospace industry (Cruz & Dias, 2019, 2020; Dias, Lopes and Teles, 2020); (iii) civil works (Dias, M et al, 2017); (iv) public transportation (Dias, and Teles, 2018); (v) carmaker industry (Dias, Duzert, and Teles, 2018, Dias, 2017); (vii) retail business (Dias, et al, 2014); (viii) streaming video business (Dias and Navarro, 2017); (ix) civil aviation (Dias, 2020; Dias, Lopes and Teles, 2020; Dias, 2019); (x) cruise lines services (Dias & Lopes, 2020), among others (see Table 1). The objective is to apply the qualitative conceptual model to all forms of negotiation. Therefore, in this research, there are no limitations in terms of gender, age, ethnicity, occupation, managerial level, level income, and education.

Study Limitations

The conclusions presented in this study are limited to the Brazilian business negotiation scenario. Other countries or scenarios may differ in results. This research is also limited to the data collected. It occurred in a controlled environ-

ment, compared to real business scenarios, where the environment may differ in results.

Finally, the outcomes are limited to Type I and II negotiations (Dias, 2020). Types III and IV negotiations may present different results.

VI. FUTURE RESEARCH

Future research is encouraged to address different cultures or countries. Negotiations Types III and IV should be investigated in additional studies. Other forms of negotiations, such as contract, buyer-seller, and supplier-customer negotiations, are encouraged to be investigated in future research.

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