

# **BUSINESS NEGOTIATION SKILLS OF MODERN SPECIALIST AS AN IMPORTANT COMPONENT FOR SUCCESSFUL DIPLOMATIC RELATIONS**

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Ukraine's international contacts have been actively developing over the past decade. Every year, our countries host more than a hundred foreign delegations at the level of heads of state, heads of government and ministers of foreign affairs.

Professionally ensuring friendly relations between states with different political and economic systems, levels of cultural development, and national traditions and customs requires a diplomat and businessman to master the rules of communication, negotiations, correspondence, concluding treaties, agreements and contracts, and in general, resolving all issues by peaceful means.

Negotiations provide an opportunity to find agreement where interests do not coincide, opinions, positions or views of the parties differ significantly. Negotiations are a joint, bilateral or multilateral contact interaction of the parties to make mutually acceptable decisions that are considered the best in a particular situation (Duke, 2022).

The purpose of negotiations is to coordinate foreign policy strategy, tactics and relevant diplomatic actions, exchange of views, mutual exchange of information, preparation for the signing of agreements, and settlement of disputed issues. Negotiation skills of future specialist in diplomacy should be grounded on the following principles, like:

1. *The principle of sincerity* implies that during the negotiations one should abandon suspicions of ill will on the part of the partners and distrust of the other party's proposals. It is believed that the negotiation situation requires openness, honesty, and a sincere analysis of the problem situation.

2. *The principle of truthfulness* indicates that no party can claim that its proposal will be considered by all others as the ultimate truth until it has been examined. Before the negotiations begin, there should not be a single correct solution to the problem situation.

3. *The principle of the categorical imperative of truth* indicates that although the very idea of negotiations involves playing for a win, various tactical techniques, and some tricks, one cannot deliberately mislead the opponent. Trust in negotiations is destroyed very easily, but it is often simply impossible to restore it. Misleading is not only immoral, but also hopeless, because a solid agreement does not stand on an unreliable foundation for a long time (Meerts, 2024).

4. *The principle of adhering to the chosen path* implies that the general course for reaching an agreement on a specific issue remains unchanged. The positions of the parties may change, be supplemented or clarified, but the general direction of the negotiations remains stable.

5. *The principle of "promises and concessions during negotiations must be subsequently fulfilled"* requires that the successes achieved by the parties be implemented outside the negotiation process. As is known, the negotiation process moves from concession to concession, and the partners assume that everything achieved will be implemented (Meerts, 2021).

6. *The principle of "symmetry of activity"* can be expressed in the following statement: "act as you would like to be treated in the same way." It means that the parties do not expect loyalty from the partner, but first of all refuse brutal and rude methods of behavior, pressure, blackmail, and in this way hope for symmetry of relations. In the case of excessive aggression in the behavior of your partner, you should never respond in kind, but ignore the attacks.

7. *"The principle of the matter is above the matter of the principle"* requires partners to set priorities correctly - the main thing is to resolve the problem situation, and not to preserve the honor of the uniform or try to show their superiority, firmness and intransigence of their position (Meerts, 2024).

In the realm of international diplomacy, negotiation entails discussions among officially appointed representatives. Their objective is to secure a formal agreement between their respective governments to determine a path forward on issues that have arisen in their interactions or to create a multilateral agreement or treaty concerning a specific subject. Negotiators frequently encounter the dilemma of attempting to optimize their individual interests while simultaneously recognizing that a resolution can only be achieved collectively (Hemery, Meerts, 2023).

However, negotiations extend beyond mere conflicts of varying objectives and ideas. They also present opportunities to identify common ground and foster trust among participants, and are increasingly shaped by a variety of non-state actors, including non-governmental organizations (NGOs), industry representatives, and networks of scientists and academic institutions. Negotiation is a fundamental skill in the context of science diplomacy, applicable at both bilateral and multilateral levels.

Negotiation skills encompass the attributes that enable two or more parties to arrive at a compromise. These are often referred to as 'soft skills' and include leadership capabilities such as effective communication, persuasion, teamwork, strategic planning, and collaboration.

The most successful negotiations are not solely focused on winning; rather, they aim to achieve favorable outcomes for both ourselves and our negotiating counterparts while preserving positive working relationships, which can be vital for future engagements.

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