

International Institutions and Business Negotiation Abstract for the Central European Conference on Information and Intelligent Systems (CECIIS). Poster submission

Abstract

In this research, we have a look at world of Business. It is important to have the upper hand on your opponent and the knowledge of the process of negotiation is the way to achieve that. The research discuss what negotiation is, what are the strategies in negotiation and the differences in international negotiation.

The main theme of this research was to find out, by using the methodology of media content analysis, in what way the Croatian media reported about the oil exploitation in the Adriatic Sea and in what way did the reporting affect the negotiation between Croatian government and the companies that were interested in the exploitation of oil. 86 articles were analysed from the beginning of 2012. until the end of 2016. The articles were written by national and regional internet portals. The goal was to see if the regional portals reported in a more negative way than the national portals.

The media content analysis was used to find out the length and the number of the articles, the number of negative, positive or neutral articles on the subject of oil exploitation and the number of the most common argument.

The result was that national portals wrote more negative articles than the regional portals. In 2016. the project of oil exploitation was abandoned by the Croatian government.

Keywords: negotiation, media content analysis, oil exploitation, internet articles

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