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“When the role fits: Regulatory fit in negotiations”

Regulatory fit theory (Higgins, 2000) posits that a match between one's orientation to a goal and the strategy one uses to reach that goal creates a feeling of 'rightness' known as regulatory fit. My research looks at regulatory fit in the context of negotiations. Specifically, I explore the fit created by a match between regulatory focus and negotiator role. In dyadic price negotiations, buyers and sellers adopt different frames that have different preferred strategies associated with them. When people are assigned to the role whose preferred strategy matches their own chronically preferred strategy, they experience focus-role fit. I look at this focus-role fit in both negotiation preparation and the negotiation itself.