
Arora, P., Appelt, K. C., & Higgins, E. T. (2010, June). *Role of status in strategic choices and outcomes in negotiations*. Paper presented at the the 23rd Annual Meeting of the International Association for Conflict Management, Boston, MA.

Role of Status in Strategic Choices and Outcomes in Negotiations

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Explicit status differences have been shown to impact negotiation outcomes in favor of the higher status party. In two studies, we examine the impact of more subtle sources of status, such as the presence or absence of a corporate connection or social support, on strategic choices made during a negotiation, as well as on the outcome from the negotiation. We find that participants with a corporate connection or social community support perceived themselves to be in a strong position (higher status) going into a negotiation and adopted a strategic maximal goal emphasis, whereas those in a position of low status had a minimal goal emphasis. Study 2 also shows that perception of higher status results in better negotiation outcomes, and that this is not due to positive expectancies.