



4th INTERNATIONAL BIENNALE ON COMMERCIAL NEGOTIATION

17 and 18 November 2010 at NEGOCIA, Paris, France

Honorary Chairman: Pr Christophe Dupont, Director of LEARN (Laboratory for Applied Studies and Research on Negotiation), ESC Lille

CALL FOR PAPERS

Deadline for submissions of abstracts and completed papers : 30 April 2010

1. A new approach to commercial relations

The 4th edition of the International Biennale on Commercial Negotiation will focus on relations between trade and negotiation. Economic globalisation, which places trade at the centre of international relations, has created a situation of interdependence. This phenomenon has been accentuated by the economic development of emerging countries and, more recently, by the effects of the global financial and economic crisis.

The increasing complexity of inter-organisation negotiations in a highly competitive context increases the risk of conflict and calls for a greater emphasis on new approaches to settling trade disputes, particularly mediation, transaction and arbitration. Similarly, some multinational companies and SMEs are, with or without the support of the State, increasingly asserting their presence on the international scene by negotiating new markets but they are sometimes operating in an environment vulnerable to political conflicts and terrorist threats. Meanwhile, governments are appropriating commercial approaches applied in the corporate world with a view to developing their national economies. The emergence of environmental and societal issues in international trade negotiations should also be taken into account.

This combination of heterogeneous yet profoundly interlinked factors raises the question of how to approach and organise trade differently. In this regard, would it not be true to say that negotiation provides a tool both for analysing the evolution of trade relations and for helping to establish new trade relations encouraging multilateralism?

In order to deal with the sub-themes outlined in the 5 tracks of the colloquium, contributors are encouraged to present original papers. Plenary sessions and round tables will be chaired by men and women from the academic, institutional and corporate spheres. Sessions running in parallel will feature papers evaluated and selected by the Scientific Sponsoring Committee.

The International Biennale on Commercial Negotiation is a scientific colloquium founded in 2003 by NEGOCIA, a member of the *Conférence des Grandes Ecoles*. NEGOCIA offers Bachelor's, Master's and continuous education courses to students and professionals covering all areas of commerce, including sales, negotiation, marketing, merchandising, distribution, buying, and international trade.

▶ Track 1 - Negotiation and inter-organisation relations

Co-chairs:

- Isabelle Barth, University of Strasbourg
- Lionel Bobot, Professor, Negocia
- Enrico Colla, Professor, Negocia

In a globalised and competitive and often cooperative context, negotiation and inter-organisations relations are becoming ever more complex. Organisations interact and create networks in order to confront new economic challenges and react effectively to changes in consumption and purchasing behaviours.

- new corporate approaches to negotiation and commercial relations
- commercial negotiation and sales
- inter-firm relations and negotiation (suppliers/retailers, etc.)
- the impact of legislation on negotiation
- corporate partnerships and networks (SMEs, franchises, purchase centres, etc.)
- conflict and cooperation in commercial negotiation
- market structure and market power in negotiation
- inter-firm relations, negotiation and trust
- a formalised approach to inter-organisational negotiation strategies
- organisational change and performance in commercial relations
- inter-individual commerce: the faces of negotiation
- inter-firm relations and international growth
- e-commerce and negotiation

▶ Track 2 - Negotiation and international trade

Co-chairs :

- Jean-Louis Mucchelli, Paris I Panthéon-Sorbonne University, France
- Michel Rainelli, Sophia Antipolis University, Nice, France
- Thierry Coville, Professor, NEGOCIA

The current crisis highlights the constituent elements of a debate – which started in the 1980s – between advocates of free trade and proponents of a more protectionist approach. In this context, it is legitimate to ask whether we are moving towards an increasingly “negotiated” form of globalisation in which the interests of individual countries play a predominant role, or whether we are traversing an intermediary period which will be followed by the hegemonic triumph of the principles of free trade?

- negotiations at the WTO: conflict and agreement
- asymmetry in WTO negotiations
- stability/instability of international trade agreements be guaranteed
- economic Partnership Agreements (EPAs) between the EU and the ACP
- external trade and negotiation
- resolution of conflicts between investors and NAFTA Member States
- negotiation in international economic organisations (WIPO, OECD, OPEC, ECOWAS, EBRD, IMF, World Bank, etc.)

► Track 3 - Law, conflict management and enterprises

Co-chairs :

- Jacques Rojot, Paris Panthéon Assas Paris 2 University, France
- Sanda Kaufman Cleveland University, Etats-Unis
- Jean-François Roberge, University of Sherbrooke, Québec, Canada

The deterioration in the economic climate has accentuated conflict between economic actors. But alternative approaches to managing conflict can be applied to the regulation of relations between economic actors. How can mediation and arbitration be used to resolve conflicts between economic actors? What other approaches to resolving such conflicts can be envisaged? How have laws on conflict management evolved? How can conflicts be managed most effectively within the framework of international trade contracts?

- conflict management and mediation
- conflict management and arbitration
- conflict management and evolutions in the law
- conflict management and international trade conflicts

► Track 4 - Trade relations, “business diplomacy” and conflict resolution

Co-chairs :

- Aurélien Colson, ESSEC IRENEE
- Dr Deborah Goodwin, Royal Academy Military, Great Britain
- Doudou Sidibé, NEGOCIA

The nature of diplomacy has changed profoundly. It is no longer a monopoly of Nation-States. Multinational companies and certain SMEs bypass their governments in order to negotiate markets directly with other States and foreign companies. When operating in conflictual environments, such firms sometimes find themselves negotiating or mediating with local authorities, pressure groups, associations, NGOs and, on occasion, armed groups hostile to their presence in a given territory. At the same time, governments are appropriating commercial approaches applied in the corporate world with a view to developing their national economies. This crosspollination of political and commercial competencies is increasingly crystallizing around the concept of “business diplomacy”. We are therefore inviting contributors to take into account the overlapping relationship between political and trade negotiation in papers focusing on the following issues: Can negotiation and mediation between different parties contribute to peace thereby facilitating trade and benefiting local populations? How are the roles of Nation-States and corporations evolving in this context?

- Business relations between governments and multinationals: towards the emergence of a form of private business diplomacy?
- Business diplomacy: how are SMEs affected?
- partnerships between NGOs and multinationals: How effective are they in terms of preventing and resolving conflicts?
- international trade and terrorism
- convergences and divergences between trade and diplomatic negotiations
- negotiation and mediation of multinationals in political conflicts
- negotiation and mediation in inter-State or intra-State political conflicts

► Track 5 - Regulation and negotiation

Co-chairs: William Zartman, John Hopkins University, United States of America
Christian de Boissieu, Paris Panthéon-Sorbonne University, France
David Martin, NEGOCIA
Catherine de Géry, NEGOCIA

The recent financial and economic crisis has brought the issue of the negotiation of the frameworks supporting trade exchanges into sharp focus. The question of regulation as addressed in the fields of economics, sociology and strategy draws attention to the sometimes conflictual nature of multipartite negotiation processes concerning the framework in which negotiations are to be held, whether they are based on rules, norms or agreements. Contributors to this track are invited to present papers focusing on such multipartite negotiation processes involving economic actors (regulators, professional and non-professional associations, private sector companies, etc.) and addressing following issues:

How are the rules of the game evolving? How is the legitimacy of the regulators of the past being reasserted, and how are influential instances emerging in the field of re-regulation? Are new principles being developed with a view to transforming certain rules of the commercial game? And, perhaps most relevantly, is the “crisis” being approached as an opportunity to regulate the economy in a more “sustainable” or “responsible” way than hitherto?

- governance of international regimes
- financial regulation
- labour market regulation
- environmental regulations
- corporate Social Responsibility and its stakeholders

2. Agenda

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| ▪ Presentation of abstracts and completed papers | 30 April, 2010 |
| ▪ Response of the scientific committee | July 1st, 2010 |
| ▪ Definitive papers with requested modifications | 15 September, 2010 |

3. Instructions to authors

Abstracts and completed papers must be sent to the following address: biennale.negotiation2010@negocia.fr

- Completed papers must be no longer than 15 pages, including tables, figures, bibliography, and appendices.
- The first flyleaf page must contain the following information: the title of the paper, the surname(s) and forename(s) of the author or authors, their position, the institution or company to which they are attached, their postal address, their email, and their telephone number.
- The second flyleaf page must contain an abstract in either French or English and a list of no more than 5 keywords.
- The name of the file containing the completed paper must feature the initial (or initials) of the primary author plus his or her surname. For example, for an author called Arnaud Dupont, the file name would be “adupont.doc”.
- The format used for the paper must be **Word/PC 2003** (not Word 2007 or pdf), Times New Roman 12, A4, numbered pages, interline 1.5.

- The Colloquium will be conducted in English and French. We invite authors to write their papers in one or other of these languages.
- Each paper will be anonymously evaluated by two readers.

4. “Young researcher” award

Young scholars are strongly encouraged to participate in the 4th International Biennale on Commercial Negotiation Young Researcher Award. Set up in 2007, the award, the winner of which will receive 1,500 euros, goes to the best research work presented by a graduate student or PhD graduate. The Scientific Commission responsible for judging the work of the candidates will present the winner with the award during the colloquium. Candidates’ definitive papers, which must respect the criteria outlined for papers presented at the colloquium, are to be sent to the Commission. Candidates who would like to enter their paper for the award and also present it at a workshop must indicate their desire to do so to the Commission on first presenting the paper.

5. Scholarly publication

To date, all three Biennales have generated scholarly publications, either in the form of a book or a specialist review, with the aim of reaching a wide audience of researchers, teachers, coaches, negotiation professional and Masters and PhD students. [La Négociation : regards sur sa diversité](#) (“Negotiation: an overview of its diversity”) and [Négociation et transformations du monde](#) (“Negotiation and global transformations”) were published after the first and second Biennales, respectively, by Publibook. The acts of the third Biennale were published in the form of a special edition [Risques et négociation](#) (“Risk and negotiation”) in collaboration with the review, *Négotiations*. As with the preceding editions, a number of papers presented at the 4th International Biennale on Commercial Negotiation, selected on the grounds of their originality and their relevance to the central theme of the colloquium will be published. The authors of the papers selected will be informed within a period on no more than a month following the colloquium. To meet the requirements of the publication in which their work is to appear, authors may be requested to make amends to their papers

Scientific sponsoring committee

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Stephen Weiss	York University, Toronto, Canada

Ivan Zakine	Paris Centre for Arbitration and Mediation/Paris Chamber of Commerce and Industry
William Zartman	School of Advanced International Studies, Johns Hopkins University, USA
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75838 Paris cedex 17

Métro: Porte de Champerret / Louise Michel

Bus Lines: 84 / 92 / 93 / 163 / 164 / 165 / PC

Parking: Parc de Champerret

