

THE INFLUENCES OF NEW COMMERCIAL PREMISES WITHIN THE EUROPEAN UNION OVER TRADE NEGOTIATIONS

Iamandi Gheorghe BUCUR¹

Abstract: *In the context of alignment with European Union standards, commercial activities become true instruments of market mechanisms regulation within which commercial negotiation is expanding the role of a central pillar in facing highly competitive and continued restructuring generator market. Taking this into consideration, we found necessary to examine the influences of these new coordinates that generate economic and structural changes of commercial negotiation process, in the idea of positive dimensioning of a commercial transaction profitability curve. We will therefore proceed at highlighting the economic consequences generated by the new trade coordinates influences, from the European States level, over commercial negotiation process, also coupled with the amplification of the current economic and financial crisis.*

Key words: *commercial negotiating, financial crisis, European Union, factors of influence, proactive and reactive motivations.*

1. Introduction

In the process of delineation of the new coordinates of trade, **expansion and intensification of economic cooperation and integration efforts of global and regional levels plays a vital role**, being among others a significant feature of the global economy.

From this perspective, regionalization and **globalization follows a rapid upward trend as core**, interconnected and interdependent business processes.

First, regionalization increased through intensification and development of perpetual multiplication of regional economic groupings, more than that in the

contemporary period, the membership of most states to assist such groups, with emphasis on promoting their profitability.

But, permanently maintaining the first conception according to which this process of regionalization should be considered a transition to globalization and not as an alternative to it. The process of regionalization, **subject to the rules of efficiency and effectiveness**, should ensure outlining areas of complementarily and avoid the fragmentation possible how the world economic system into blocks. [1]

The areas of commercial negotiation thus created have to obey to the rules that will allow their integration within an opened economic system.

¹ Ph.D candidate Academy of Economic Studies, Bucharest.

Therefore, the regionalization process tends to become more than an assumption by the globalization of world economy, **paving the way toward maintaining a balance of consistency and profitability.**

Secondly, the process of globalization as a process of interpenetration shows an increasing evolution between national economies, has seen an unprecedented increase in the last period, playing the role of the most important economic process that marked the end of the millennium and transition into a new millennium. [2]

Of course, both regionalization and globalization must take into account the specific national characteristics of organizational culture in terms of ensuring sustainable economic development and substantial.

2. The New Global Commercial Premises

In terms of economic and financial evolution expert studies highlight some specific issues: the West, where prices displayed in shops are not usually negotiable, Orient, where bargaining between the seller and the customer is almost mandatory, Member of the Western emphasis on punctuality while in Latin America or Africa is considered a man is even more important and worthy of esteem to both afford more delay.

Countries most advanced and progressive concept promotes the idea of integration of trade negotiations in the details of business activities, thus influencing managerial structures and processes.

In the context of globalization, business activities become true instruments of market regulation mechanisms within which commercial negotiation is expanding the role of a central pillar in facing highly competitive market and generate continued restructuring.

Moreover, globalization of trade negotiation prints new features, such as holding awareness information in real time as a strategic resource. **The success of a negotiation is reflected in the perpetual transfer of know-how** and accuracy and timeliness of transmission of knowledge being based on the establishment of management strategies logical, tangible and effective only in the case of economical - management competitive processes.

Therefore the advance towards an informational knowledge based society, is **regarded worldwide as a necessary development to ensure sustainable development in the context of the new economy**, based mainly on product and intellectual-intensive activities and to achieve an advanced social and human civilization. These new economical coordinates generate also structural changes in commercial negotiation process dimensioning positive idea of a commercial transaction profitability curve.

Thus, **modern society brings each of us to the negotiating table**, whether we want it or not, we become participants and witnesses of a commercial nature interposition. [3]

Economic relations held with traders: suppliers, customers or competitors require further negotiation and how to address emerging challenges lead harmonize their interests and our partners. So, **globalization highlights even more the need for knowledge and deepening of the benefits provided by keeping key information** when and where appropriate, called "negotiating table".

Building on this understanding we can promote the digital economy, whether in obtaining, maintaining and constantly updated knowledge and technical skills to operate in cyber space and training, improvement and evaluation of selected human capital to be used in virtual reality,

the prospect of obtaining the desired results at the end of negotiations, is the core purpose of an operational management, and particularly the focal point of trade negotiations with positive results. [4]

In the context of globalization, technological development, may influence the relationship between participants on the table of negotiation, performance is quantified as through qualitative and quantitative share held by the role the human operator in control of complex dynamic systems technology.

Thus, **the information ownership enables management of all types of situations that can interventions throughout the course of negotiation,** particularly focusing on situations that require further analysis, such as negotiating the terms discussed.

Starting from the fact that each category of power negotiates the principle of the control unit management activities economic crisis can not be confrontational.

It depends on the quality of people and the effectiveness of the act of negotiating. This highlights the effective management of situations requiring less favorable in terms of their transposition to a positive upward-line. In particular, continuing along the same lines, experts in the field warn that the prevention of conflict situations time and energy consuming. [5]

Once triggered a conflict developed without control, it can widen and become negative with all the consequences arising out of here. Therefore, negotiations must take place before the onset of conflict situations in the idea of hoarding a large percentage as the competitive advantage.

By virtue of the same supplements, benefits of ownership of information saw an upward trend, even a prime example can be: transfer of know-how economically recognized by understanding that one party, called the vendor, transfers

to the other party, called the beneficiary, against payment of a sum of money or other benefits, technical knowledge secret, unrated or unpatented, for the manufacture of a product or application of industrial technologies, which can substantially alter the ratio of the negotiating table participants.

Thus, accurate definition of know-how plays a primary role in running a profitable trade negotiation, which ensures quality sizing economic relations between the economic agents involved. [6]

Under the impact of necessity the competitive advantage increases within the market, as **the benefits peak of knowledge is reached in the key moments of a negotiation.** Generalizing, in negotiating, as a complex process, consisting of contracts for activities, meetings, consultations, negotiations held between two or more partners in pursuit of agreements, conventions and other agreements at governmental or non-governmental or business operations economic, ownership information accurate, concise and in real time can provide substantial benefits. [7]

3. Improving Commercial Negotiation Through the Use of Innovation

The phenomena of commercial negotiation, as an influence factor of the future evolution of trade, are considering **switching to wide application of the techniques of negotiation,** which is present in all aspects of an organization's existence, under a variety of forms, is realized in a variety of areas and is also known locally, nationally and internationally.

Moreover, **mechanization and automation of economic processes and rationalization of all the economic rules** and systems training human capital involved in business relationships **allows**

promoting the use of modern technology, making rapid transition rates to electronic trade negotiations that will record intense developments and continue diversifications.

More specifically, **commercial negotiations will look like essential to maintaining the peace promoting openness of communication**, providing a beneficial work environment, and cooperation between parties. [8]

In terms of the transformations occurred in the coordination of commercial activities, in terms of globalization, it can be concluded, citing the increasing complexity of the particular socio-economic and political life of contemporary print participation in international economic relations and **essential requirement of economic progress of each organization**, which is reflected in the increasing concerns for ensuring, through dialogue and cooperation, a framework for deployment as appropriate based on principles nor fair, equitable relations between states and those of the organization.

For trading partners, however, **negotiations have particular importance in the pricing of contracts** based on world prices characteristics, imposed target value worldwide, law proceedings, in the confrontation between supply and demand and other terms specified in the contract of sale purchase, import-export and cooperation, the world price is a reference standard in negotiations, so that no one partner can not fix from own production costs or technical requirements and quality you can achieve, but taking into account many factors acting on the market.

Reflecting on the needs and desires and their motivation is needed to define more precisely the interest which it defends and promotes negotiator during the talks. Negotiator undertakes a project

to meet its needs and try to find, along with partner, and a solution to satisfy them.

For the negotiator, identifying the need in general is not enough, he needs an expression in terms of accuracy. **Diagnosis negotiation** requires its own definition to be made in relation to other interests. Therefore an approach similar to that of their case should be extended to the partner. Negotiator and will reflect on what is necessary partner.

Building on this analytical approach to understanding the needs of partner knowledge of preparation of the negotiation will be continued in the direct meeting. Much of the communication between parties is usually reserved to the discovery of mutual economic needs.

This process of commercial negotiation, at the planetary scale, tends to increase more than highlighting the role of very dynamic economic process. Progressively, to meet this trend coming and the main forces created by today's society: technological advances in transport and communications, the amplification of international cooperation, development of management science, most people use the global language of international communication, all these leading to the structuring device work and the printing of a decision system that is harmoniously integrated, increasing adaptability to the conditions of supply diversification and renewal of goods and services. [9]

Result of such requirements, are the new demands in the way of **progress of commercial negotiation process, marked by proactive motivation**, whether the stimulus for change strategy initiated in relation to new cyclical trends and reactive motivations responses and adaptations of economic agents to changes in external economic environment.

The interest expressed in the companies' strategy was caused by the fact that the external environment became increasingly unpredictable; therefore, the objectives themselves were not a sufficient basis for the decision to shift the company, faced with threats and new openings. So thorough analysis of internal and external factors are subject promoting the efficient activity of commercial negotiations. [10]

The influences of these internal and external factors over the functionality and results of trade negotiations are aware of all personnel involved in commercial activities, shaping the place and the role of the negotiation strategies involving and a pertinent analysis to provide practical capacities of a good structuring of the elements of components.

National and international practice highlights the existence of various types of negotiations, determined by many factors according to economic needs.

4. Conclusions

Therefore, **a feature of modern economy is that although domestic factors remain the priority**, the performance of national economy is subject to a great extent of participation in world economic circuit in international affairs. And the key pillar of achieving a competitive advantage in a market so complex, is keeping the information accurate, concise and in real time.

A particularly important and worthy account in the negotiation process is the bargaining power, materialized in all means that the negotiator can use in order to obtain an agreed solution closer to its own negotiating position. This depends, mainly, and the determination to advance the best alternative to a negotiated agreement.

Identifying the best alternatives to a negotiation preparation help participants

to know their own limits of profitability debates. Thus, a partner in any way will not enter into an agreement under the best alternative to a negotiated agreement.

Identifying the best alternative on its own and the other participant in this process, it can delineate the area of negotiation. At the other extreme, negotiation is unnecessary if both parties are satisfied with the same result. Among these cases, negotiation is necessary when there is a degree of overlap in the results accepted. Therefore, the negotiation is the difference between the two alternatives of negotiating an agreement.

Because negotiators are not bringing up, directly, the best alternative to a negotiated agreement, each party must estimate the other partner's limits when determining the negotiation.

Each negotiator has set a limit to the level of negotiation, even if you think about it or not. Assessment point where a partner withdraws from the negotiation table can be a sustainable competitive advantage.

A well-prepared negotiator will strengthen its own best alternative to a negotiated agreement and will try to make the other best alternative to a negotiated agreement look less attractive. To have the necessary arguments persuading other, must refer to some external standard, created earlier in the same area or objective criteria to support my assertions.

Any course of its **negotiation includes several elements acting in an interactive manner, constituting a genuine "force field" which manifests dynamic performance of the negotiation process.**

In agreement with the literature and practice in international business negotiations, especially the high scale, occur on both sides corresponding to a large number of partners both specificity and different hierarchical levels of

negotiations but that they take place, sometimes these negotiations is conducted parallel or counterweight become extremely complex character.

There, in this respect, an **interaction** between these levels and the chief negotiator **oversee the development of global trading.**

The task of an international negotiator is more complex and more difficult than of national negotiator.

He will have to take into account the numerous conditions and specific situations: partners from different cultures and therefore do not share their thinking, emotional and behavior - or in other words, the same values, beliefs and assumptions, the negotiation takes place in a cross-cultural framework and content negotiation is in itself such trans-cultural.

To conclude **trade negotiations is, above all, a cognitive phenomenon, significant contributions of which depend largely on the profitability of the process itself.** We are setting the best time to appear on the market. Therefore the appropriate use of economic conjuncture, the establishment of their targets correlated with anticipation as much as possible of the objectives of the partner is a fundamental pillar of negotiation process, since the preparation stage.

In the present context of growing international trade, business management, both in level microeconomic and macroeconomic plan, regarding a business negotiation, it can not be based exclusively and predominantly centered on the native talent of the participants, it must be based on a perpetual mode to focus on training grounds, that take into account **the multitude of endogenous and exogenous**

variables in the analysis of features which may tend towards positive change of the profitability curve.

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