How Bulgarian Entrepreneurs Can Manage Negotiations Successfully

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Abstract

Running a business requires series of negotiations and knowledge of what is the most appropriate negotiation technique in specific situation. The negotiating skills become more and more essential for everyone who wants to be competitive in the business nowadays. This is especially valid for entrepreneurs – owners of Bulgarian SMEs, because majority of them are to perform the role of managers and negotiators also. Furthermore, hiring professional negotiator is not always the most suitable decision for small firms having limited resources. In the case of Bulgarian SMEs, entrepreneur in the role of successful negotiator is to posses various characteristics/interpersonal skills, leadership, flexibility, good understanding of terms like strategy, tactics – both in management and negotiation field/ and relevant experience in national and international context.

Identifying typical characteristics of Bulgarian entrepreneurs which help them being successful negotiators will be a starting point in providing comprehensive and well-grounded answer of the question: How Bulgarian entrepreneurs can manage negotiations successfully?

The main objective of this paper is to identify and analyze typical characteristics of Bulgarian entrepreneur in business negotiation process both in domestic and international setting and to launch useful recommendations.