

Intuition in Negotiation within Ghanaian Social Contexts: Exploring Female Leadership Strategies for Conflict Transformation

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Abstract : Male negotiator representations and the appreciation of masculine traits in negotiation contexts dominate negotiation research in the field of conflict management and resolution. This study switched focus to pay attention to rarely examined gendered criteria and social contexts in negotiation research by investigating how intuition has been used in negotiations by female leaders toward conflict transformation in Ghanaian social contexts. Using the theoretical lenses of Klein's Recognition-Primed Decisions (RPD) and Unconscious Information Processing (UIP) models, this study employs narrative inquiry in qualitative research. Semi-structured interviews of five (5) female leaders of Ghanaian social contexts in the United States (US) revealed that the use of intuition is necessary for effective negotiation outcomes due to its primal focus on relationship-building toward transforming conflicts. The knowledge added to the body of research by this study is summed up in the study's conceptual framework. Female leaders, in negotiation situations where there are conflicting parties, prioritize the greater need for stronger relationships and win-win outcomes. The participant female leaders in negotiation contexts utilize their intuition as a bonding mechanism by effectively timing their actions, using an appropriate communication tone, emphasizing relationship building, and drawing from experience to make sound situational judgments (as in assessing a situation in the RPD model). Female leaders' use of intuition in negotiations then translates to creating a force that bridges the gap between the conflicting parties. That force is noticed as conflict transformation that manifests as a reduction in anger and a promotion of trust and mutual understanding toward strengthening relationships. Future studies can expand the scope of the findings of this research by conducting a comparative analysis between male and female leaders on their use of intuition in negotiations in Ghanaian contexts.

Keywords : intuition, negotiation, conflict transformation, female leaders, ghanaian social contexts

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