

## MANAGING CONFLICT NEGOTIATION AND CONSENSUS

V. HEMAVATHY<sup>1</sup> & K. NANDHINI<sup>2</sup>

<sup>1</sup>Principal and Professor, Sree Balaji College of Nursing, Chennai, Tamil Nadu, India

<sup>2</sup>Lecturer, Sree Balaji College of Nursing, Chennai, Tamil Nadu, India

### ABSTRACT

Negotiation is a dialogue between two or more people or parties intended to reach a mutually beneficial outcome, resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests. Negotiation occurs in business, non-profit organizations, government branches, legal proceedings, among nations and in personal situations such as marriage, divorce, parenting, and everyday life. Conflict management is the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict. The aim of conflict management is to enhance learning and group outcomes, including effectiveness or performance in organizational setting Conflict resolution involves the reduction, elimination, or termination of all forms and types of conflict. Businesses can benefit from appropriate types and levels of conflict. That is the aim of conflict management, and not the aim of conflict resolution. Conflict management does not imply conflict resolution.

**KEY WORDS:** Negotiation, Conflict Management, consensus, Deal-Making, Negative Emotions