

POVZETEK

Raziskovalno vprašanje (RV): Naloga temelji na raziskavi bistvenih vplivov na pogajanja med kupcem in dobaviteljem ter analizi ugotovljenih vplivov in dejavnikov, ki vplivajo na potek in izid pogajanj. Raziskava in analiza dejavnikov, ki vplivajo na potek in izid pogajanj s strani kupca in dobavitelja.

Namen: Ugotoviti dejstva, ki vplivajo na potek in izid pogajanj med kupcem in dobaviteljem. Ker so pogajanja s strani kupca in dobavitelja premalo raziskana, smo se odločili, da podrobno raziščemo to področje nabavne funkcije. Pomembno je, da organizacija za svojo uspešnost v interakciji pogajanj pridobi zadovoljiv izid in hkrati ohrani partnerski odnos med kupcem in dobaviteljem.

Metoda: V teoretičnem delu smo uporabili obstoječo literaturo, predvsem recenzirane članke, ki so dostopni v spletni knjižnici (ProQuest in EBSCO), in knjige v splošni uporabi, ki so na voljo v knjižnici. S pomočjo kvalitativne metode smo intervjuvali tri kupce (nabavne komercialiste, zaposlene v določeni organizaciji) in tri dobavitelje (zaposlene v isti organizaciji). Pri vseh intervjujih smo uporabili isti vprašalnik. Anketni vprašalnik smo posredovali tudi petindvajsetim kupcem (nabavnim komercialistom v določeni organizaciji in petindvajsetim dobaviteljem v isti organizaciji).

Rezultati: V prvem, kvalitativnem delu raziskovalne naloge, smo na podlagi pridobljenega anketnega vprašalnika ugotovili dejavnike, ki vplivajo na potek in izid pogajanj: izkušnje, priprave na pogajanja, pogajalska moč, cena, trajanje pogajanj, izid, zadovoljstvo, odnos in vpliv. V drugem, kvantitativnem delu naloge, smo analizirali dejavnike, ki vplivajo na potek in izid pogajanj med kupcem in dobaviteljem. Rezultati smo pridobili s statističnim programom R. Podatke smo prikazali s statističnim orodjem za obdelavo podatkov *t-test* in HI-kvadrat (χ^2), dodali smo prikaz rezultatov z Yatesovo korekcijo in s Fisher-jevim eksaktnim testom.

Organizacija: Vodstvo organizacije in njeni dobavitelji lahko uporabijo rezultate diplomske naloge kot priporočilo za doseganje uspešnega izida pri pogajanjih med kupcem in dobaviteljem, nenazadnje tudi za ohranjanje ali izboljševanje odnosov med njimi.

Družba: Z raziskavo želimo opomniti družbo, da je pogajanje med kupcem in dobaviteljem interaktiven proces med zainteresiranima stranema, ki želita pridobiti ugoden izid. Celotna družba, predvsem pa tiste, ki delujejo z dobavitelji, lahko tako veliko pridobijo pri medsebojnem razumevanju, reševanju pogajalskih konfliktov in doseganju pogajalskega cilja.

Originalnost: Naloga je idejno izvirna zaradi uravnoveženega pridobivanja podatkov s strani kupcev in dobaviteljev. V prvem, kvalitativnem delu naloge smo intervjuvali tri dobavitelje in tri kupce. V drugem, kvantitativnem delu naloge smo ohranili uravnoveženost z anketiranjem petindvajsetih kupcev in petindvajsetih dobaviteljev. V pregledu obstoječih zapisov in virov nismo zasledili podobne raziskave, ki bi bila izdelana v organizaciji med kupcem in dobaviteljem.

Omejitve/nadaljnje raziskovanje: Raziskava je omejena na eno organizacijo in njene dobavitelje.

Ključne besede: kupec, dobavitelj, pogajanja, izkušnje, priprave, moč, cena, trajanje, izid, zadovoljstvo, odnos, vpliv.

ABSTRACT

ANALYSIS OF EFFECTS ON NEGOTIATIONS BETWEEN BUYER AND SUPPLIER

Research question (RQ): The paper is based on research of key elements that have an effect on negotiations between a buyer and a supplier as well as on the analysis of obtained effects and factors, that have an effect on the process and results of negotiations. Research and analysis of factors that have an effect on the results of negotiations between them.

Purpose: To obtain facts that have an effect on the process and results of negotiations between a buyer and a supplier. Since the negotiations from the point of view of the buyer and supplier are not well researched I have decided to look deeper into the topic of function of buying. It is very important for the organization in order to be successful in its interaction during negotiations obtains a satisfactory result and at the same time retain its positive relationship between the buyer and the buyer.

Method: In the theoretical part I used the method of gathering existing sources, especially of reviewed articles that are available in the online library (ProQuest and EBSCO) as well as generally used books available in the local library of Miran Jarc. Qualitative method: three interviews with the buyers and three interviews with the suppliers, employed in the same organization. The same questionnaire was used for all the interviews. Quantitative method: the questionnaire was forwarded to the twenty-five buyers (buying commercialists in a certain organizations and twenty-five suppliers from the same organization.

Results: In the first, qualitative part of the research paper, the results are in the form of returned questionnaire with its basic factors that have an effect on the process and result of negotiations. These factors are: experience, preparations for negotiations, negotiating power, price, duration of negotiations, results, satisfaction, relationships and influence. In the second, quantitative part of the paper, the results is shown in the form of analyzed factors, that have an effect on the process and results between the buyer and the supplier. The results were obtained with a statistical program R. The results were shown with the help of statistical tool for data processing *t*-test, Chi-squared and a presentation of results with Yates correction and Fisher exact test was added to it. The statistical tool for data processing in *t*-test includes Leven test of homogenous variations and independent test: Welch correction.

Organization: The leaders of the organization and its suppliers can use these obtained results from the diploma paper as a type of recommendations for achieving successful results in negotiations between the buyer and the supplier. The leaders of the organization, the board and negotiators can use this data for maintaining good relationship within the company or for improving the relationships between the organization and its suppliers.

Society: With this research I would like to remind the society that negotiation between them is an interactive process among the interested sides that want a positive result. The whole society, especially those who work with suppliers can see the benefit of it in their relationships, in solving their negotiating conflicts and in reaching their goal in negotiations.

Originality: This paper is special because of its originality and balanced gathering of data from both sides: the buyers' and the suppliers'. In the first, qualitative part of the paper there is a balanced ratio of interviews: three suppliers and three buyers. In the second, quantitative part of this paper there is also maintained balance of the questionnaire: twenty-five buyers and twenty-five suppliers. In my investigation of existing notes and sources I have not come across any similar research in this organization.

Limitations/Future Research: The research is limited to one organization and its suppliers.

Key words: buyer, supplier, negotiations, experience, preparations, power, price, duration, results, satisfaction, relationship, influence.