

CAPSTONE PROJECT

EXPLORING THE INTERPLAY BETWEEN GENDER AND SITUATIONAL FACTORS IN
IRISH REAL ESTATE NEGOTIATIONS

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1.0 Introduction

human behaviors are shaped by their environment is an indisputable fact, the effects of society and the environment, on human behaviors is an area of topic that has been studied extensively by researchers, the goal is to study the behaviors of people and society by identifying the components of the environment that trigger human response and how these behaviors are conditioned as result. (Thyer, A.,B, Myers, L.,L, 2017) Consequently, studies argue that social conditions have a substantial impact on the bargaining environment, potentially giving rise to gender differences. Kray et al. (2001), have all argued that that gender has a large influence

on negotiation outcomes where they hold the view that men and women conform to gender stereotypes that ultimately lead to men getting better deals than women in negotiations .

For example, a study carried out by Goldsmith-Pinkham and Shue (2022) on negotiations over Real estate in the US argues that single women getting worse deals than single men with evidence from real estate transactions and housing returns “single women earn 1.5 percentage points lower annualized returns on housing relative to single men...women list for less and experience worse negotiated discounts” (Pinkham and Shue,2022). However, some studies suggest that gender has no significant effect on negotiation outcomes (Babcock et al., 2017) others studies argue that with the presence of ambiguity in the bargaining environment gender differences will continue to assume a major influence in negotiations, studies have also presented gender differences influencing the gender wage gap between women and men (Cozzi. et al, 2018). considering the discrepancies in the study of gender differences other studies have attributed negotiation outcomes to factors beyond gender and argue that situational factors such as the cultural context of negotiators and contextual factors like the specifics of property characteristics (Andersen et al, 2021).

Considering these findings, this study also highlights the impact of situational factors which is the best predictor of gender and makes it relevant to behavioral outcomes (Riley and McGinn, 2002). Furthermore, this study notes that the extent of the impact of gender could vary based on contextual factors, individual factors and situational characteristics e.g., cultural contexts, ambiguity. By incorporating a holistic perspective to study the researcher advocates for a more nuanced approach that considers multiple factors including gender, age, ambiguity and buyers' preferences. This study aims to broaden the understanding of the complexities of negotiation outcomes and challenge stereotypical views that make overly generalized assumptions about bargaining behavior based on gender alone. Other studies present that social identities other than gender and their effects should be explored (Kray et al, 2004: Fiske, 2018). The study examines the personal experiences and observations of real estate

professionals in Ireland to better understand how factors that shape one's individual experiences, behaviors and opportunities can influence negotiation outcomes.

2.0 Research question

What are the effects of gender differences and situational and contextual factors on negotiation processes and outcomes in the real estate industry?

In the real estate industry, many early and recent studies suggest that men get better deals than women in negotiations even when controls are considered (Pinkham and Shue, 2022). However, developments in research suggests that gender influences are explored more effectively when situational and contextual factors are explored, this study aims to explore some situational factors and contextual that may be able to mediate the possible effects of gender in real estate negotiations in Ireland. Hernandez-Arenaz and Iberri (2019) suggest that gender differences in the influence of negotiation outcomes decrease when ambiguity is reduced. Following this logic, the researcher agrees that studying the complexities of what influences human behaviors (cultural norms) along with factors that influence negotiation outcomes, alongside the behaviors and experience of men and women in negotiation contexts in Irish real estate can give a better understanding of the complexities of factors that influence the outcome of negotiations. This study uses theoretical frameworks and intersecting psychological and social concepts to highlight these complexities. The research gap specific to gender differences in Irish real estate means that the researcher uses reports on Irish Gender norms to understand the cultural context and uses the experience of Irish real estate negotiators to identify the complexities of factors that may influence negotiation outcomes

This study hopes to highlight the importance of studying the interplay of gender differences and situational factors in Irish real estate negotiations. The study also aims to highlight the importance of addressing the Gender wage pay gap recorded in Ireland in real estate activities because of the

underrepresentation of women in high leadership roles. (OCED, 2020) This paper aims to encourage more extensive research on Irish real estate transactions, which could promote transparency by encouraging the disclosure of information in relation to the gender of agents involved in sale. This research contributes to a comprehensive understanding of the topic of discussion.

3.0 Hypothesis and Objectives

- **O1:** Gender differences in real estate negotiations is context dependent and can be moderated by situation-based influences like negotiation context and social norms as well as the specific negotiation context, these factors interact with gender and influence negotiation outcomes. These factors can either amplify or mitigate the impact of gender on negotiation outcome.
- **H1:** The influence of gender differences in real estate negotiations is context dependent and can be moderated by situation-based, person based and task-based influences.
- **O2:** The objective of this study is to investigate the influence of situational factors and their impact on negotiation outcomes in Irish real estate and how they influence the effects of gender dynamics negotiation outcomes.
- **H2:** Situational factors influence negotiation strategies and therefore negotiation outcomes.
- **O3:** Exploring the influence of the social identities that agents identify with and the positive or negative advantage or disadvantage that they attach to it could affect their negotiation process giving rise to the importance of studying the effects of individual social identities such as gender and age etc. It is important to note how they intersect to influence negotiation behaviours.

- **H3:** The intersectionality of social identities significantly influences the outcome of negotiations based on the perceived advantage or disadvantage associated with those identities.

4.0 Literature review: an introduction

This study provides a comprehensive analysis of gender differences in real estate negotiations. The study's aim is to address the influence of society on behavior. While there are various studies on gender effects in negotiations there is a lack of research on this topic specific to Ireland and this study aims to fill those gaps and contribute to the understanding of negotiation outcomes specific to the Irish real estate industry. The review of literature addresses three themes: the effects of social conditioning: this explores the construction of gender and gender norms and its influences on human behavior, the societal expectations of men and women: this explores the influence of these gender norms on men and women's negotiating behaviors and the potential effects of it on negotiation outcomes, Some studies suggest that gender differences in negotiations are reversed when a control is present while other studies suggest that gender is still present, even after studying controls alongside it, this is attributed to the differences in situations (country). The importance of considering situational and contextual factors when investigating gender differences in negotiation is highlighted. Therefore, the final theme explores these situational and contextual factors and highlights the need to study it within the Irish (cultural) context. A report (OCED, 2020) highlights the Gender wage gap in 'real estate activities and other sectors at 30.1% in 2016, due to the underrepresentation of women in high leadership roles within that industry, this study uses that report to address the effects of Irelands cultural norms. These themes fuel the Research question: What are the effects of gender and situational factors on negotiation processes and outcomes in the Irish real estate industry?.

4.1 Understanding the influence of society on human behavior

“The human being and their environment reciprocally shape each other. People mold their environments in many ways, and, in turn, they must adapt to changes they created.”

(Germain, 1992, p. 407)

In relation to the social learning theory several learning patterns are brought forward which will be addressed in this section to get a better understanding of the way the social environment can influence human behaviors. We will start by understanding what the social learning theory suggests before we get into its basic principles. The social learning theory focuses on the individual's cognitive response to their environment, which causes them to actively process the behaviors and consequences of the behavior they are observing, which in turn causes the individual to act in the same way or in a different manner. According to McLeod (2003) the social learning theory is described as a collaboration between the traditional behaviorism theory and a cognitive approach based on its focus on cognitive factors that directly link to the learning process.

Social conditioning or the social learning theory was first discovered by Albert Bandura (1977), his theory suggests that human behaviors, beliefs, and cognitive functions are modulated by environment, culture, and practice. These influences contain gender stereotypes and therefore the formation of gender specific roles. It holds characteristics that are typically thought to be related to areas like gender and race etc. Which are products of human definition and compartmentalization shaped by cultural and historical contexts (Subramanian, 2010).

Social conditioning sheds a light on how categories like ‘men’ and ‘women’ are concepts that are changed and modulated by culture and society, where ‘sex’ is biological, and gender is a product of social construction. This does not refuse the biological differences between a man and a woman but merely points out how society categorizes women and men through physical bodily differences and because of this, men and women are put into categories that hold set rules or expectations. According to the theory of social constructionism, identity categories are not “natural or fixed” but are based on social perceptions and meanings (Subramanian, 2010).

This highlights the ways that society can influence humans to see themselves as part of a psychological group because of their shared social identity (gender, age, race) and this categorization can lead to people acting in stereotypical ways (Turner et al, 2012). According to the self-categorization theory, individuals categorize themselves and others that they perceive to share the same social identity, this affects their emotions and behaviors “thinking about SCT in this way the phenomenon of interest is to understand, explain and predict how people come to think, feel and act as a psychological group” (Turner et.al, 2012). Turner et al (2012) states that the categorization process is understood in the way that individuals are perceived as a group to the extent that they believe that the differences between them are less than the differences between themselves and other people.

4.2 The effects of the societal expectations of men and women on negotiation performance

Evidence from earlier studies suggest that gender stereotypes place women at a systematic disadvantage when it comes to mixed gendered negotiations. In Kray et al (2001) the study examines how stereotype effects on behaviors is explained, it suggests that the mere mention of stereotypes can lead to stereotype fulfilment when they operate at a nonconscious level of awareness, they attribute this to the effects of stereotype threat. The study explores the process of stereotype activation for both genders and finds that the performance of individuals (women) that are typically related with negative characteristics or behaviors is impacted negatively where concern over confirming stereotypes can lead to stereotype fulfilment, they propose that negative stereotypes are connected to a person's behavioral repertoire (Kray et al, 2001). The study suggests that stereotypes concerning men have positive advantages in mixed gendered pairs and that men benefit from positive stereotype activation in performance (Kray et al., 2001).

The study proposes that gender predicts negotiation outcomes in stereotypical ways. They hypothesize that there is a perceived correlation between negotiator stereotypes and traditional gender stereotypes by men and women, the study proposes that this mapping process may not be explicit but rather implicit and influenced by “subtle forms of modern sexism” (Kray et al, 2001). The study proposes that to understand the cognitive process that shape individuals' behaviors they need to investigate the interaction between negotiator stereotypes and gender stereotypes (Kray et al, 2001).

However, developments in studies refute the suggestion that gender predicts negotiation behaviors in stereotypical ways, rather they suggest that the complexities of negotiations goes beyond the study of gender in relation to personality and is now focused on gender differences in negotiations as a situational and contextual factor (Kray et al, 2002: Kray et al, 2004: Bowles et al 2007; Mazei et al 2015). Observations from these studies suggest that gender effects do exist in negotiations, however they highlight that generalizing negotiation behaviors can lead to a biased analysis. The need to understand the position of gender dynamics in negotiations is highlighted (Paddock and Kray, 2011). **(H1)** The study amplifies the importance of considering individuals differences in gendered groups (men or women) based on their unique differences in country specific gender roles rather than generalizing behaviors about the group. This suggests considering cultural influences as a situational factor that holds gender norm expectations for men and women (Paddock and Kray, 2011). Gender, when situational factors are not taken into consideration can be underestimated, the role of gender varies depending on the context of the negotiation, gender could be more or less pronounced in certain situations (Paddock and Kray, 2011). The study highlights the importance of considering how strong or weak situations are in negotiations and highlights that the influence of gender in negotiations is not “set in stone” (Paddock and Kray, 2011). Gender differences are therefore context dependent and can be moderated by “person based, situation base and task base” influences (Mazei et al, 2015). This study found that when factors like prior negotiation experience, access to information about bargaining range and negotiation on behalf of other individuals were present, the appearance of gender differences were reversed, this highlights the need for the exploration of new moderators (Mazei et al 2015).

The theory of dynamic interactionism developed by Reynold et al (non) suggests that “it is not possible to explore person factors independent of situation factors and vice versa” (Reynolds et al. 2010). According to the study, situation specific meaning is the main importance for understanding behaviors (Reynolds et al, 2010). **(H1)** This study proposes that the way the perceiver gives situations meaning influences a person and their behaviors “the ‘whole’ that affects behavior is the situation or environment that is inclusive of the person” (Reynolds et al., 2010). This highlights that cultural (situational) and individual influences may affect a person's behavior in negotiations. Psychologist Michele Gelfand digs into how ‘Tight’ and ‘loose’ cultures shape the negotiating

world based on the strength of their social norms in her book titled ‘Rule makers rule breakers: how tight and loose cultures wire our world’ (2018). As part of the experimentation carried out by the researchers, they labelled countries such as ‘Japan, India and turkey’ as countries with strict or ‘tight’ cultural norms and points out that this makes them more susceptible to adhering to the gender stereotypical expectations in their society. Mozahem et al. (2021) mentions that countries with strong existing distinctions between male and female roles could cause women that act outside of the norm of their socially appointed role to receive backlash. Furthermore, Gelfand examples ‘the United States and Brazil’ as ‘loose’ countries where a broader range of behavior is more acceptable, and people are not likely to adhere to stereotypical behavior. In Bowles et al (2021) it suggests that most of the studies that conduct research for gender differences in negotiations ‘is done in individualistic cultural contexts specifically the United States’. Where studies in other cultural contexts have shown that “individualistic-man” and “collectivist-woman” stereotypes do not apply to all countries but are culture specific. (Bowles et al 2021: Cuddy et al, 2015).

This study proposes that some stereotypes are pervasive across cultures: prescriptive stereotypes exist for women where they are viewed as nurturing and kind but incompetent, and that the same stereotype exists for older individuals where society associates them with wisdom, kindness and experience but they may be viewed as less competent in keeping up with new technology or fast changing social dynamics (Fiske, et al, 2018). **(H3)** When studying cultural contexts, the recommendation for studies to explore other identities beyond gender (race) is seen in Kray et al, (2004) where depending on how a gender linked trait is interpreted it can be seen as a ‘help or a hindrance’. other studies suggest that exploring the effects of other intersecting social identities (beyond race and gender) is needed to understand the complexities of social structures and systems as “people's lives are more segregated by race, ethnicity and religion than by gender and age” (Fiske, 2018). The need to investigate individual differences and contextual factors is highlighted. The need to investigate the role of agents negotiating behaviors in real estate in the Irish context is highlighted.

4.3 The relevance of gender in context: unraveling the impact of situational factors in real estate negotiations.

In studying the mediating effects of situational factors on gender differences, some studies conclude that “gender differences are contextually bound” and suggest that situational factors are at play (Mazei et al, 2015). This does not refuse the effects of gender but rather contextualizes it. Following this logic, gender differences can be moderated by “person based, situation base and task base” influences (Mazei et al, 2015). This study suggests that when factors like prior negotiation experience, access to information about bargaining range and negotiation on behalf of other individuals were present, gender differences were reversed (Mazei et al 2015). Studies relating to real estate negotiations based in the US suggest that men secure better deals for their clients than females (Pinkham and Shue, 2022). **(H2)** some studies also highlight the importance of considering the contextual and situational factors alongside gender in real estate negotiations as focusing only on economic outcomes is limiting (Paddock and Kray,2011). The study found that with the presence of ambiguity (no specifics on what is being negotiated, property characteristics etc., lack of information) in the bargaining environment may affect the relationship between gender differences and real estate negotiations using data from Daanish Real estate transactions (Andersen et al, 2021). **(H1)** This study suggests that factors like ‘what is being negotiated’ (property value) and unobserved heterogeneity (differences in characteristics like agent experience) need to be taken into consideration when testing for gender differences in real estate negotiations (Andersen et al, 2021).

Studying the effects of gender differences specific to real estate provides a solid base for research where “information on the negotiated item is abundant, and men and women act as buyers and sellers in the market which make it easy to test for controls” (Andersen et al, 2021). The study found that single men secure better prices than single women, due to differences in character and them “demanding different property characteristics” (Andersen et al, 2021). When controlling for property characteristics, it was found that gender was still present where women secured inferior prices, suggesting a gender difference in property preferences for men and women, but this was reduced when tax based assess value for the property were included as a control, when looking at repeated sales of the same property, gender differences in prices

of the sale is reversed. These findings suggest that variations in property characteristics alone accounted for the difference in prices. This can be attributed to specific property attributes which can influence the negotiation and pricing process in real estate transactions, the researchers acknowledge that “gender differences are small in easily observable property characteristics” that are likely to increase the transaction price (Andersen et al, 2021). This study's findings after securing and measuring with appropriate controls, suggest that men and women get equal results when ambiguity is reduced, however it is important to know that this is within the Danish context.

Similarly, a study carried out by Pinkham and Shue (2022), on negotiations over real estate in the US argues that single women get worse deals than single men with evidence from real estate transactions and housing returns “single women earn 1.5 percentage points lower annualized returns on housing relative to single men...women list for less and experience worse negotiated discounts” (Pinkham and Shue,2022). The gender gap in housing returns in the US appears to be pervasive. The researchers account for heterogeneity (a diverse range of factors) as advised in Andersen et al, (2021) they find that the gender gap varies within the business cycle but exist in the years within their sample and no changes have been observed (Pinkham and Shue,2022). The study controls for market timing, repeat sales data and buyers' preferences where they find that this has no influence on the gender gap in housing returns (Pinkham and Shue,2022). This study finds that predictability in returns is linked to (owner age, education, income etc.). The study however suggests that the gender gap varies with market ‘tightness’ “sale volume is high relative to the number of outstanding house listings” (Pinkham and Shue,2022). This study relates to the findings of Andersen et al (2021) and suggests that the differences in the presence of gender in real estate negotiations could be attributed to Denmark having a ‘tighter’ housing market, suggesting that gender differences in real estate can be influenced by contextual factors like market conditions and it also highlights the differences in gender norms and equality, which suggests that some (cultural) contexts increase the change of gender influencing negotiation behaviors. These two studies contribute to the idea of gender being a situational factor and the importance of understanding the different cultural norms and contextual factors.

In relation to the Irish context, a statistical raw data report set out to “collate evidence of restrictive masculinities in the Irish context” (the spotlight, 2021). The report from data in 2016, revealed that while 55% of respondents believed that gender equality has been reached, a financial dominance norm in Ireland was revealed. It is reported that in 2016, 39% of respondents held the belief that it is ‘the man's role is to earn money’ (the spotlight, 2021). In relation to this norm, the idea that “The most important role of a woman is to take care of her home and family” is held by 52% of respondents in 2016, higher than the EU average at 44% (OECD, 2020). This norm highlighted the gender pay gap recorded in 2018, where the largest gender pay gap was reported at 30.1% in the ‘finance, insurance and real estate activities’ sector. Some studies have presented that gender differences influences the gender wage gap between women and men where women on average earn less than men in all advanced societies (Cozzi, et al, 2018). It was reported in 2020 that the percentage of female board members in publicly listed companies stood at 29.5% from 8.7% in 2012 in Ireland. The OCED report (2021) suggests that the gender wage gap is influenced by the under representation of women in high positions in various industries. However, this norm is diminishing where women's increasing participation in labor force and in high leadership positions contributed to the narrowing gender wage gap, it stood at 12.7% in 2011 and reduced to 11.3% in 2018 (OCED, 2020). The report suggests that progress is being made but it also suggests that change is happening very slowly.

however, it is important to note the complexity of factors that can influence gender wage gaps in order to achieve full” gender convergence” (Cozzi et al, 2018), this report highlights steps towards equality in Ireland where traditionally males had a strong influence on economic and societal structures in Ireland, which makes it crucial to study the culture norms that influence behaviors today (Sheehan et al, 2017). In light of stereotypes being specific to one's culture, it is beneficial to study the data on Irish cultural norms to understand the norms that are prevalent within the Irish culture that could have an effect on men and women's behaviors in society and ultimately affect negotiation behavior (Cozzi et al, 2018). The report, however, highlights that the data does not account for development in norms over time, while the study

makes efforts to use reputable data sources, no statistical adjustments have been made and no controls have been applied which indicates the need for a deeper analysis into the context of the data. Nevertheless, the findings prompt the need to reflect on the ways in which these stereotypes can interact with individual characteristics and eventually influence the outcome of negotiations.

5.0 conclusion

In conclusion, the review analyzes the influence of social conditioning and societal expectations that lead to gender stereotypes and therefore gender roles and how these can place people in psychological groups that can influence behaviors. research suggest that gender differences are perceived to have a larger influence on negotiations than it does when situational and contextual factors are not factored in “as predicted, men achieved better economic outcomes than women on average, but gender differences strongly depended on context” (Mazei et al., 2015). The studies in this review highlight the importance of considering both contextual and situational factors effects on negotiation outcomes. Lastly the literature review highlights the stereotypical restrictive masculinity norm in the Irish context, this report helps to understand the influence that society can have on behaviors especially in the Irish context. These cultural norms when measured with individual characteristics and contextual factors can provide a nuanced understanding of gender differences in real estate negotiations specific to Ireland where strict norms are set for men and women where women are at a disadvantage because of the underrepresentation in high roles, which leads to the gender pay gap in ‘real estate activities’. This highlights the need to study Irish culture norms, situational factors and contextual factors.

Table 1: Participants in study

	Age	Gender
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PILOT A	30	F
Participant B	38	F
Participant C	57	F
Participant D	70	M

6.0 Methodology

Typically, when the negotiation environment is examined, a substantial number of studies suggest that men consistently yield better results (Kugler et al, 2018). Some studies suggest that the gender of an agent influences the selling price of homes and ultimately the outcome of negotiations (Pham et al, 2022) where their behaviors in negotiations is impacted by gender norms, others attribute this to naïve models' findings suggest that in using other factors or influences as controls gender differences in real estate negotiations disappear (Seagreaves, 2013). There is a lack of knowledge about gender differences in real estate negotiations specific to Ireland. However, this study aims to contribute comprehensive knowledge in this area by adopting an interpretative paradigm, the researcher aims to explore the subjective experiences and perspectives of real estate professionals in Ireland and explore the meanings associated with the findings to provide a nuanced understanding of their effects on negotiation outcomes. This approach encourages looking into the context of gender differences in negotiations. This approach influences the data analysis, research design and methodology etc. of this study which allows for an in-depth exploration of both gender effects and experience in real estate negotiations.

6.1 Philosophical assumptions

The researcher will use a qualitative research design, interviews will be conducted using a thematic analysis used to explore the meanings of the subjective experiences of individuals (phenomenology) and the meanings that these individuals attach to them (hermeneutics). Methodological assumptions include the importance of the exploration of gender differences in negotiations using interviews, these interviews are best categorized using a categorization method which entails extensive examination of the interviews conducted, their results, reoccurring themes, comparison of data etc. to get better predicted themes from the findings. Analyzing data alone as well as conducting a survey may offer more statistical evidence, however, there is great importance in studying the views of individuals directly involved with the area of study, which can provide a more personal and in-depth exploration of complex behavioral approaches and their influences, leading to a better understanding of factors that affect real estate negotiation outcomes. To enhance the reliability of this data a pilot interview was conducted to examine any issues in the research questions and interview protocol. This allowed the researcher to refine interview questions that highlighted the themes of the study more accurately and to allow for more open-ended questions. The researcher compares some findings from the interviews to existing research to help validate the findings.

6.2 Research design and Data collection research approach

This interview as per the participants preference was conducted using an online medium. Participants were selected individually by examining the selection criteria and ensuring that individuals had relevant experience in negotiations, the relevant number of years of experience and the gender of the individual. The age of participants are as follows: 30,38,57, 70 . The study includes one male participant and two female participants and one female participant for the pilot study. Individuals were contacted via phone call to their office and by email containing details of the study followed by consent forms. All participants were asked 5 base questions with other questions relating to the concepts and topics that they individually made known. The interview questions contained the topic of gender bias, personal experiences, the effect of negotiating partners gender, and behavioral differences in negotiations. The categorization system used to analyze the data from interviews was developed using iterative categorization (IC), a systematic technique that is used for analyzing qualitative data (Neale, 2016). It

supported the researcher in conducting comprehensive frameworks like thematic analysis, comparison across data, conversational analysis and interpretive phenomenological analysis (Neale, 2016). The data as analyzed was color coded into segments to represent the consistent themes (from all respondents) across all data. Deductive codes derive from the study's objectives/hypothesis, this includes stereotypical negotiation behavior, buyer's preferences, negotiation experience. Initial codes include codes that derive from the interview: Age privilege, Negotiation styles, buyer's preferences and women's preferences and others. Categorization method used for the participants confidentiality includes the use of alphabetical letters for each individual participant 'A', 'B', 'C' etc. Gender of individuals were determined using numbers, for females: '1', for Males: '2', while age is listed openly alongside the codes. Questions were refined after the first interview and others added on according to the context of what the participant addressed during the interview.

6.3 Sample-

As part of a sample study the researcher carried out an interview on an online medium requested by the interviewee in line with the availability and preference of the participant. This interview contained 5 questions and it lasted over 14 minutes. The participant was selected by identifying the target population in the field of study via social mediums, the participant was contacted via email with information detailing the study. Upon agreement the participant was sent a consent form with details of confidentiality. The participant responded with the signed document and a time and date were agreed on by both the researcher and the participant. The participant addressed as participant A1* (30) is titled a senior lettings negotiator, with 3 years' experience in property and overall, 6 years' experience in the real estate industry. This interview provides an insight into relevant areas in this study where a potential bias in the real estate industry in Ireland is discovered and this finding contributes to the broader study. Selection criteria involved participants that have a minimum of 5 years' experience in the Irish real estate industry as negotiators or buyers or sellers' agents, with a range of age groups. The interview questions were formulated based on the literature review and this study was conducted to test how relevant the questions were to the study and how it was received.

6.4 Pilot

Five questions relating to the context of the study were analyzed. The first participant was asked open ended questions about their negotiation behaviors (“can you describe your personal experience negotiating with someone of the opposite gender?” Question 1) negotiation style (“have you been faced with a situation where you had to change your negotiation style based on how you think your negotiating partner would respond? //or a negotiation partner of the opposite gender hindered your way of negotiating?” Question 2) self-perception (“do you think stereotypes about your gender has hindered your ability to negotiate effectively? Do you think your outlook on your own self (based on gender) has affected the way you negotiate?” Question 4) and perception of negotiation styles “Do you think some negotiation styles can be viewed as more or less effective based on the gender of the person” (Question 5) and one question based on the topics the participant mentioned (“with the Age bias how do you feel like that has impacted the way you negotiate? Do you feel like your age is a disadvantage to you in a way? "Question 6). By asking these questions a variety of comments on the way the participant feels they were disadvantaged outside of the context of gendered differences surfaced.

Comments like “the older somebody is working in the industry the more knowledge they’ll have” and “I think if somebody sees a young person selling a home or talking to them about the buildings construction, they might perceive it as you don’t have all the knowledge an older person would have” where they stressed that some buyers might choose an older agent because of their perceived knowledge and experience led the researcher to refine the interview questions and focus the study to look more into the specifics of negotiations starting with the individual agent in negotiations (how much experience they have, social identities (age , gender) and cultural contexts that could intersect to shape the individuals behaviors and experiences. Other comments that were gathered in relation to (Question 2) involves the influence of buyers preferences, comments like “a female might be more interested in the kitchen, so you might

upsell that but you kind of get a feel from somebody of what it is, it's more their interests” and “like if it’s a man they might be interested in the location more so you would differentiate your style in negotiations more by somebody's interests” helped the researcher to understand the importance of examining the context of negotiations: what is being negotiated (Buyer's preferences) or even house attributes.

6.5 Data analysis

The research was guided using a qualitative approach to analyze data from conducted interviews, the aim of this was to identify themes and patterns from responses. The process involved a categorization method guided by a thematic analysis this approach allowed for the identification of recurring patterns and ideas. Firstly, the researcher conducted four interviews involving real estate negotiators in Ireland. The participants' responses from the interviews were then transcribed with direct responses to ensure accuracy, responses were then compiled and organized for analysis. The data was examined rigorously, and codes were developed and assigned to specific statements. Data from each theme were examined alongside other themes to identify any relatability or overlaps to finalize the main themes. This analysis led to the identification of three main themes: AGEX ‘age privilege and experience effects on negotiation behaviors’: there was a reoccurrence of age privilege and experience which participants perceived to influence their behaviors, IBPCND ‘the influence of buyer's preferences and property characteristics on negotiation dynamics’: this reoccurrence suggested that buyers preferences influence negotiation behaviors ,IGNON ‘influence of changing gender norms on individual behaviors: participants mentioned the change in times and how culture in Ireland has changed in the way they perceive women in society’. These themes included details that shed light on both situational and contextual factors that influence negotiation behavior. To ensure reliability of findings, direct quotes from findings are included in the appendix in coded form to highlight the relatability of participants responses and coded themes. The analysis of data allowed for valuable insights into the research topic where the complexities of factors that affect negotiations are captured through the responses of participants.

7.0 Analysis and findings

In searching for the answer to the dissertation question, the researcher initial thought was to find evidence that women are disadvantaged because of the view that inherent behaviors are influenced by gender bias alone, therefore disadvantaging women in settings where women are paired with men in negotiations. However, after conducting a pilot study and finding that other factors could be at play, this prompted the researcher to dig deeper where the researcher found that a development in studies emphasize that gender differences along with situational characteristics and contextual factors need to be examined to understand the complexities of negotiations therefore fueling the researchers question of: what are the effects of Gender and situational factors on negotiation processes and outcomes in the real estate industry? The aim of this was to get a comprehensive understanding of the influence of gender on negotiation dynamics and if situational factors (like buyers' preferences; what is being negotiated, agent experiences, cultural contexts specifically the Irish cultural context, and agents' identification with other social identities) play a role in shaping negotiation processes (agent strategies, behaviors) and outcomes in negotiations. Data from the interviews suggest that a lot of topics were uncovered, however one unexpected theme emerged from the analysis, 'Covid 19 effects on the negotiation process'. The researcher will explore these themes further in this section and hoe they relate to the researcher's hypothesis:

7.1 Age privilege and experience effects on negotiation dynamics

In conducting the research study an unexpected theme was uncovered, one participant mentioned an age bias that could affect their negotiation dynamics. One of the research objectives was to identify any other social identities that may influence the negotiation process, based on a study by (Fisk, 2018) that is mentioned in the review of literature. The study suggests that when studying cultural contexts (situational factor) it is recommended that other social identities be explored to understand the effects of gender. When this theme became prevalent,

the interpretation of this was initially age bias, but the researcher found that it was better categorized as age privilege as a participant describes that certain individuals at an older age are categorized as more reliable and knowledgeable and therefore enjoy certain economic benefits (getting more deals at higher price) due to perceived level of knowledge, expertise and experience that buyers hold to them. This was a surprising find, participant (A F (30)) when asked about her personal experience, they mentioned that older individuals in the industry tend to have more knowledge, however when a young person selling a home they perceived as a person that lacks the same level of knowledge as an older individual in the same industry, when asked how they handle negotiations where they are paired with older individuals, the participant mentioned that they ensure that they are well versed on the details of the negotiation. The participant further comments that when someone is downsizing on a home, they feel that the individual questions their credibility and the accuracy of what they are advising. One participant (B) mentioned that they believe that it is age “more so than gender” that is most prevalent in the industry however they mention that sellers may opt to go for an agent with more experience “when they are looking to sell something unique or something that involves a transaction that is looking at millions of euro” participant (B) mentions that they prioritize hands on industry experience rather than the quality of education as they want to “trust that they are getting the best deal they can”. Participant (B) went further to say that often times, some individuals presume that they are in a senior role over their manager who is younger than them, because of their age. The participants commented that they have gotten more business in their thirties than they did in their twenties.

7.2 Buyers preferences and property characteristics effects on negotiations

One of the most prevalent themes that emerged from the results of the study was buyers' preferences. one observation that the researcher had was that buyers' preferences (specific home features) are driving factors that the negotiators consider. Some of the participants noted specific buyer's preferences such as desired property features and amenities, budget considerations and location preferences “it's not whether it's a male or female or the person leading the negotiations gender role, it's the house, the location, the price and what the buyer is looking at” (participant A1 (57)). This suggests that the property characteristics that buyers value can influence negotiation outcomes, a study by Andersen et al (2021) mentioned in the

above review of literature suggests that specific property characteristics can influence the outcomes of negotiations. Another participant (C (57)) mentioned that properties are valued depending on comparable analysis such as the specific features of the property, they also mentioned that this comparable analysis is not a fixed price but is then tailored depending on the offers that come in on it. The participant when asked (“How do you determine what negotiation approach to take?” Question 2) they mention that they determine it by asking their clients the right questions to discover what exactly they are selling for (can no longer afford mortgage what exactly they want. the participant comments that they I change my negotiation style based on the preferences of clients, for example if a female is more interested in the kitchen, I would upsell that, males tend to be interested in things like location more, but it is more to do with their interests is say”. Participants also noted that women are the deciding factor when choosing what home to buy. All participants that mentioned women looking at the particulars of homes like its proximity to transportation, the community and location. The specifics of the home and its proximity to certain areas, buyers' budget and other factors that influence property valuations are examined. This theme contributes to the importance of studying contextual factors in negotiations, where these factors could influence negotiation outcomes as mentioned in the literature review (Andersen et al, 2021).

7.3 Changing gender dynamics

Interview participants share their experiences and observations regarding gender dynamics and cultural norms in the real estate industry. One participant (B (38)) mentioned that they had worked in the US and in Ireland as a negotiator. The participant was asked about the perceived differences between working in Ireland and in the United States, the participant mentioned the differences in expectations for agents in both countries. The participant mentioned the difference in work life they mentioned that agents are expected to be available seven days a week and that they can start as early as seven am and finish as late as ten to eleven pm, they mentioned the wage difference “there is a salary in Ireland and commission, however in the states it is one hundred percent commission based but commission is higher there”. The same participant, in relation to differential treatment based on gender, commented that they got a ‘compliment’ that they found to be

inappropriate, the participant highlights they remained professional although the participant suggests that “I don’t think he would have said it about a gentleman in that role”. The participant however addressed that it is not of frequent occurrence and that clear gender differences would have been seen more in “previous generations” they comment that women are now “CEOs and board of directors and traditionally it would have been a male dominated industry”. Another participant (C) mentioned that they had an occurrence where their credibility was questioned based on gender where they commented “they would kind of look at you and say what do you know you're only a girl” they mentioned that they felt like that was what was being said and the individuals would ask to speak with a person of higher authority, the participant however mentions that they have only experienced situations like that on account of three other times during their career of 30 years and that the occurrence was very rare. However, the participant disagrees with gender being a factor in real estate negotiations. Another participant (D) when asked about their negotiating experience over their career they compared first started as compared to now mentioned that a female colleague at the time had a “win win” instead of “win lose” attitude in negotiations, the participant highlighted the significance of the female colleagues negotiating style in earlier times in Ireland where Irelands stereotypical norms were prevalent and “the older male colleagues' reactions to her antics were negative as she was a mom and wife alongside her effective negotiations style”. The participants further mentions that “women are more represented in higher leadership roles now, whereas years ago it would have been unheard of”. A lot of participants mentioned that times are changing, and the occurrence of those individual interactions were very rare and how it interacts with individual characteristics. In relation to the question “Do you think gender differences play a role in in negotiations?” participant (B) disagreed and mentioned that career progression is supported and that their firm in particular supports women “to pursue having families, where there is both maternal and fraternal leave” they mention that with progress in times, if something does occur to do with gender it will be very evident as it is a rare occurrence.

8.0 Discussion

After the data from interviews are categorized and analyzed to enhance the relevance of the findings to the study, in this section the researcher analyzes the themes in depth and seeks to draw out broader themes from the analysis.

8.1 Age and experience:

Another common response that was recorded when participants were asked about their 'personal experience in negotiations' or their 'perceived negotiation behavior' when paired with an agent of the opposite sex a few participants mentioned age privilege. Participants put more of an emphasis on age bias and experience rather than gender. One participant (A) mentioned "sometimes I think if somebody sees a young person selling a home, they might perceive it as you don't have all the knowledge that an older person might have". Another participant mentioned that older individuals seem to be first pick for properties of great value or that have unique selling points "I think when it comes to something that's really unique that you're into millions of euros on the transaction" buyers are not going to place it in the hands of an individual with less experience "regardless of how good their education is". Following this finding, a study finds that "Reliability has a positive correlation with age, such that older adults are rated higher on average than younger adults" (Bal et. al, 2011). This perception that older workers are more reliable could translate into them being favored by clients in the real estate sector in Ireland. The participant that mentioned that in their personal experience age has been more of an issue than gender "it's more age in that sense" the participant gave an example of this; they mentioned that if they were on site alongside an older gentleman the potential clients would be likely to approach an older gentleman.

Numerous studies have examined ageism, with both positive and negative stereotypes associated with age, in this case older individuals in negotiations seem to be in the positive end rather than negative according to the personal experience of the participants. This perception that older workers are more reliable could translate into them being favored by clients in the real estate sector. Participant A shed light on how these influences translate to clients' perceptions of their credibility. Regardless of how good their education has been, these perceptions of older negotiators being more credible by clients according to the experience of participants, seems to be the most prevalent bias for participants more so than gender. The negotiating style of most did not change rather they mentioned that they ensure that every detail

of what is being negotiated is known by them, however they made mention that in meetings where older individuals are involved they remain silent, this bias could unconsciously affect those that are affected by it in their usual approach in negotiations, they mentioned that they feel like their age is a disadvantage to them. These findings align with the researcher's hypothesis 3: The social identities that real estate agents identify with, and the perceived advantage or disadvantage associated with those identities significantly influence their negotiation process. The appearance of age privilege was an unexpected outcome, but it makes the researcher wonder if this appearance would be the same for individuals of diverse racial backgrounds and if this in conjunction with any other discrimination affects their negotiation style

8.2 Buyers' preferences

In analyzing comments that mentioned property specifics as an effect on negotiation. Studies have suggested that these factors (property characteristics) can act as a control and contribute to reduce ambiguity and help to prevent generalized assumptions about the effects of gender differences in real estate negotiations (Seagreaves, 2013). All the participants mentioned the significance of buyer's preferences in different areas of the negotiation process like negotiation styles, physical attributes of home based on buyers' interests, women's preferences, and buyers' budget. one participant mentioned that their negotiation style might change depending on what specifically the buyer is looking for. This highlights the influence of these situational factors (physical house characteristics) on the negotiators approach which could impact negotiation outcomes. A relating study by Andersen et al, (2018) suggests that these situational characters (property characteristics) can act as a mitigator of the effect of gender differences in real estate negotiations and can therefore influence outcomes. This observation correlates effectively with hypothesis 2 “H2: Situational factors influence negotiation strategies and therefore negotiation outcomes”.

Specific house attributes such as kitchen features, location, amenities etc. can impact the selling price of a home. Some studies recognize that a good estimate of house prices is made using a hedonic model that takes on the specific features of the property and values it based on them (Rosen, 1974). However other studies use other methods to suggest a more nuanced and better predicted approach in valuing homes, these studies suggest that buyers' preferences should be considered in home valuations, as using the different levels of importance buyers apply to specific attributes of the home to value homes could contribute to more appropriately priced homes (Kesten's et al, 2006: Daly, 2001:Plimmer et al, 2003). Participant C2 (70) was asked if 'buyers preferences had an influence on property valuation' the participant mentioned potential constraints in buyer's budgets where considering the amount they want to spend or borrow some tradeoffs would have to be made by the buyer "if it's a mortgage they have a leeway of around 3-5%...with buying large you are trading lifestyle for location, the further you go from transport services or schools the cheaper it gets" this can limit buyer preferences, some studies highlight that a consideration of buyers preferences in property valuations can account for more appropriately priced homes (Plimmer, 2003).

8.3 Irish cultural context

One participant (B (38)) addressed the comparison of working culture in the United States and Ireland. This contributes to the importance of considering cultural norms in investigating gender differences in negotiations, as studies say that the United States have an 'individualistic' culture, where the men are stereotyped to be self-interested and women are stereotyped to be the opposite (Bowles et al 2021: Cuddy et al, 2015). It's important to note that this is not a universally held gender norm and that this can vary across cultures. Understanding the different expectations that are set for men and women in different cultures is relevant in understanding negotiation dynamics regarding gender difference. The presence of these expectations on men and women can influence the effects of gender differences in negotiation outcomes depending on the cultural norms held by individuals in the country. This highlights the importance in considering the socio-cultural aspects of the outcomes of negotiations. Participants mentioned that the occurrence of them getting inappropriate comments based on their gender was rare, however this may suggest that there are still some

stereotypical gender norms at play in Ireland, however, all participants mentioned that a shift in stereotypical norms has encouraged women to be in high representation roles as according to participant (D(70)) it would have been alien in earlier days, this participants contribution about his female colleague at a time in Ireland where the stereotypical patriarchy was peaking and the agent was still challenging stereotypes emphasizes the importance in studying the individual and their environment in understanding the outcome of negotiations. This suggests that a shift in stereotypical norms influenced the behaviors of women in Ireland as they have begun entering high leadership roles. Some participants input about their work environments being encouraging towards women in terms of career progression and the support that they receive in terms of starting families where maternal and fraternal leave for men is available in their firms suggests that the gender norm in Ireland may be improving from stereotypical views about ‘women being better at home’ reported in 2016 in the OECD (2020). Observations from a report on the positive trend of increase in women as board members in the Eurostat (2021) suggest that Ireland is moving in a steady direction in terms of closing the gender wage gap and policies around it are improving as well, the increase in female board members is recorded in 2020 at 28.8% from 8.7% in 2012 (refer to appendix) and the increase of women in management roles recorded (see appendix for fig) . This suggests the “converging economic roles of men and women in the labor market” (Cozzi et al, 2018) where women engaging in economic activities has increased, however these is still room for improvement. This increase of women in high leadership roles has been encouraged by policies surrounding inclusivity for women in the workplace which helps to challenge gender stereotypical norms in Ireland and shift the role of women in society (Sheehan et al, 2017). While this topic provides insights into (H1) about the importance of studying cultural norms it provides little evidence about the importance of studying individual differences alongside it

8.4 Covid 19 effects on negotiation process

One unexpected theme that was constant was the influence of covid 19 on technological advances on the negotiation process. The participants perspectives shed light on gender dynamics and the advancement of technology, one participant commented that the effects of covid 19 on the negotiation process was met with technological advances. Participants comment that with online

bidding there are less face-to-face interactions between agents and buyers and that they are dealing with the person of an agent less, which could potentially impact negotiation dynamics and eventually the outcome of negotiations. Another participant mentioned the use of virtual viewings in real estate has changed the negotiation process, the participant comments further that their negotiation style remains unaffected. one participant mentioned that because of this technology, most people opt to using their phones to put in offers on homes online, the participant mentions that the app allows for buyers to conduct their own comparable analysis of properties sold in the area alongside the house that they are looking at, the agent also mentions that because of this adaptation in technology there are more serious buyers mortgage in hand and ready to purchase. The changes that technology is making to the negotiation process has translated to communication methods and reduced face to face interactions. This theme would benefit from further analysis into how the dynamics of gender differences in real estate negotiations would be influenced.

9.0 Ethics

Ethical assumptions of this study aim to respect the confidentiality of participants and obtain consent from each participant, the consent forms outline the background of the study, the participants voluntary participation, and the level of confidentiality used in their responses. The researcher has ensured that the study adheres to data handling, storage procedures and the ethical guidelines that the institution (National College of Ireland) has set out for research involving human participants.

10.0 Limitations

The researcher's aim was to interview more individuals with an equal gender split, however availability of individuals related to the study was limited around while some individuals decided to opt out of the interview process, which contributed to a limited sample size. The lack of funding, no permissions to any legal or ethical requirements for the use of real estate transaction data and limited access to specific comprehensive data on housing market transactions in Ireland restricted the depth of data available to analyze this research topic. Limited research on gender differences in real estate in Ireland also contributed to the limited depth of data available.

11.0 Conclusion and recommendations

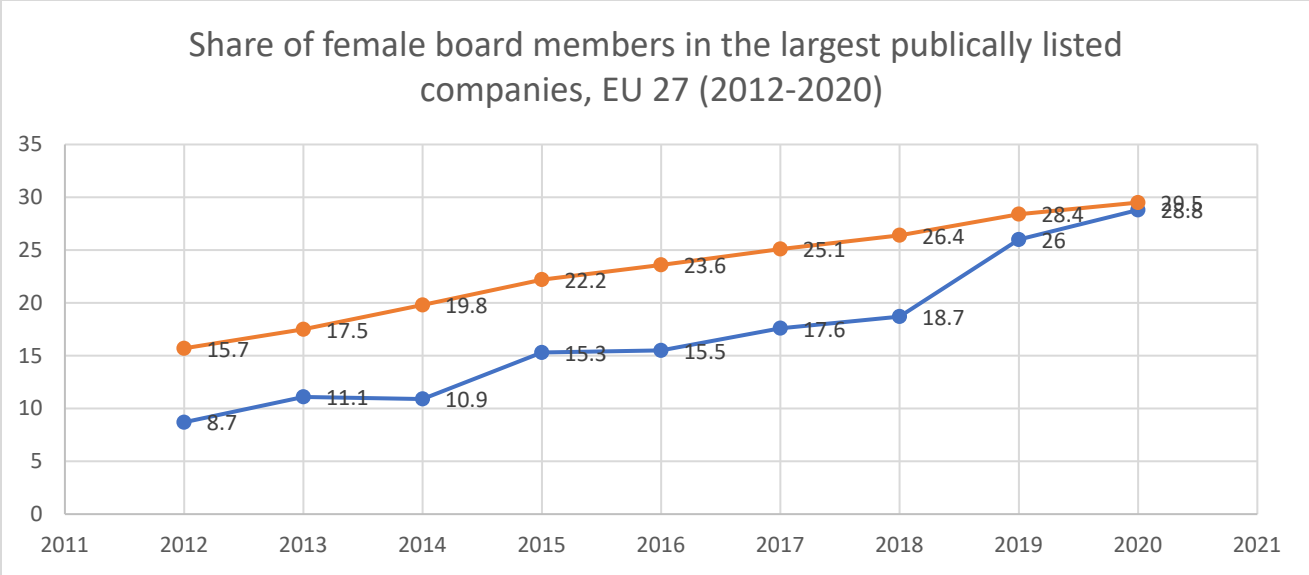
While the initial purpose of the study was to explore the relevance of gender differences in negotiation outcomes, developments in the study led to the researcher recognizing that other factors beyond gender are at play and several factors could make gender more pronounced or less pronounced depending on situational factors and these could influence negotiation outcomes: factors like intersecting social identities, buyers' preferences (property specifics) and ambiguity (experience). Given the limitations of this study, research was short of empirically examining the consequences of these factors due to lack of funding and resources and limited time for research. This study used the personal experience of Irish negotiators when faced with negotiations and explored the impact of gender stereotypes or other biases that they were affected by and how it influenced their behaviors. Although, extensive research into the area of gender differences in real estate in Ireland is limited as there is a lack of comprehensive information in relation to Irish property transactions e.g., gender of agent is not disclosed with sold property details. Future research should include the exploration of gender effects on negotiation outcomes specific to Ireland, more details and transparency on real estate housing transactions in Ireland, to include the gender of agents for research purposes, the exploration of the effects of intersecting social identities on negotiation outcomes should also be studied in the Irish context. Lastly recommendations include studying the effects of technology on gender influences in negotiations.

APPENDIX

	2012	2013	2014	2015	2016	2017	2018	2019	2020
Ireland	8.7	11.1	10.9	15.3	15.5	17.6	18.7	26.0	28.8
EU 27	15.4	17.5	19.8	22.2	23.6	25.1	26.4	28.4	29.5

(UNECE, 2021)

Table 3 : Share of female board members in the largest publically listed companies, for ireland and EU 27 between 2012-2020



Graph 1

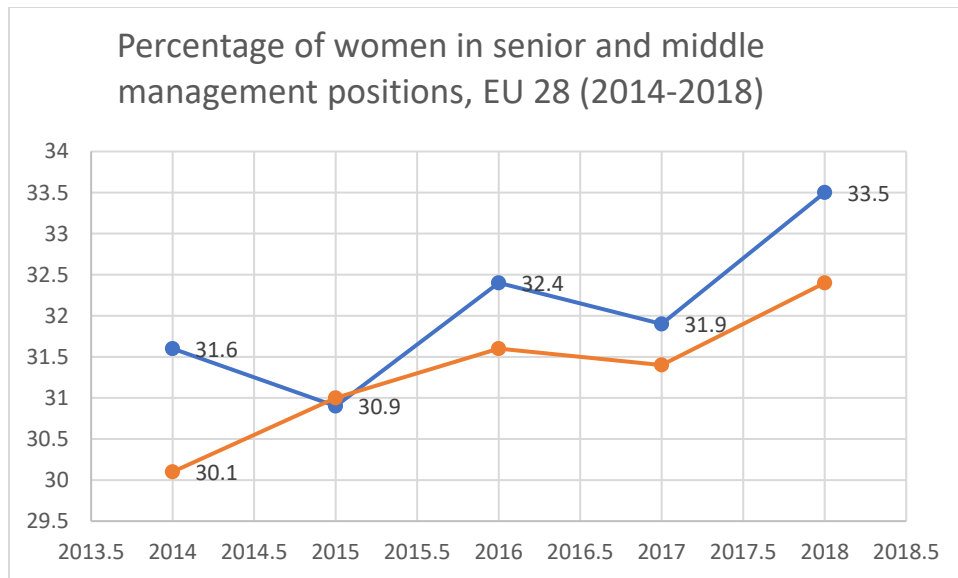
The graph shows the percentage between 2012 and 2020 (in blue) of Ireland (orange) and EU (grey)

Percentage of women in senior and middle management positions, EU 28 (2014-2018)

YEAR	Ireland	EU 27
2014	31.6	30.1
2015	30.9	31
2016	32.4	31.6
2017	31.9	31.4
2018	33.5	32.4

Source: UNECE, 2021
 Table is ordered by lowest to highest values in 2018

Table 4: this table shows the Percentage of women in senior and middle management positions between Ireland and EU 28 (2014-2018)



Graph 2: increase of women in high management positions in Ireland (Blue) and the EU (orange)

Data from: UNECE, 2021

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