

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Using AI Models to Code for Negotiation Research
By

Prof. Raymond Friedman
Vanderbilt University

Date : 3 June 2024 (MON)
Time : 2:30 – 4 pm
Venue : M802

Abstract

The Vanderbilt AI Negotiation Lab has been building an AI model that can do the laborious task of coding negotiation transcripts for scholars. The model has been under development for two years, and we have learned lessons that can be applicable to other areas of research – not just negotiation. Some of the elements involved include types of model (e.g., zero-shot, in-context), learning from ideal examples versus real conversations, assessing model accuracy and consistency, model validation, and prompt strategies. Our testing also raises questions about human coding, including whether human or AI coding is more “true.”

Prof. Raymond Friedman is Brownlee O. Currey Chair and Professor of Management at Vanderbilt University. He is an expert on negotiation, conflict resolution, Chinese management, and diversity, he brings a variety of business-relevant insights to his fields of study and the classroom. He is the President of the International Association for Chinese Management Research, and serves on the editorial board of *Organizational Behavior and Human Decision Processes (OBHDP)*. He has served as Chair of the Conflict Management Division of Academy of Management, and as President of the International Association for Conflict Management. He served as Associate Dean for Faculty and Research at Owen from 2010 to 2013. He has been published in many influential journals, including *Journal of Academy of Management Journal*, *Administrative Science Quarterly*, *Journal of Applied Psychology*, *Journal of Personality and Social Psychology*, *OBHDP*, and *Human Relations*. He teaches in the MBA and Executive MBA programs. Classes include Organizational Behavior, Leading Change, and Doing Business in China. He is currently working on studies of how contracts are understood in Chinese and Western contexts, the ways that people sometimes create their own personal “environments,” and different concepts of cultural “collectivism”.

All interested are welcome.



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Department of
MANAGEMENT
& **MARKETING**
管理及市場學系