

# Chapter 14

## Web-Based Virtual Reality to Enhance Business Communication to Focus on Negotiation Techniques in Distance Education

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### **ABSTRACT**

*Virtual reality on the web may improve business communication, particularly in the area of distance learning and negotiation strategies. Gaining success in business and social life sometimes requires the ability to negotiate on behalf of others. Students at*

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*open and remote colleges might be located anywhere in the globe, making it difficult for traditional institutions to provide them with real-world experience that would help them improve their abilities. A new kind of technology called virtual reality gives pupils the chance to practise acting out real-life situations in a controlled setting. To improve the learning experience in the corporate communication course, this project intends to create VR training that can be accessed over the internet. The training will centre on strategies for remote negotiating and lobbying. When it comes to educational research, this study uses the Borg & Gall R&D Method. This chapter delves into the first stage which collected data needed to create a mood board and flowchart that met the demands of stakeholders.*

## **1. INTRODUCTION**

Several reasons have contributed to the dramatic increase in the need for efficient corporate communication (Islam et al., 2015). Considered among these are the following: the changing dynamics within organisations as they develop and mature; the increased rivalry between businesses; higher public expectations for thorough data; a more discriminating public; rapid technical advancements; and the magnified influence of public view and perception on organisational objects. Communication in the corporate world is closely related to negotiating (De Roure et al., 2005). Achieving one's goals and objectives in every undertaking begins with effective negotiation and advocacy (Habermas, 2006). For agreements to be in line with the stated strategy, it is essential to coordinate and align varied interests effectively, especially when dealing with external parties (Fox et al., 2009). The most effective means of dealing with and resolving disagreements or competing interests that develop in human relationships, with communication as their cornerstone, are lobbying and bargaining. In lobbying, one person tries to influence another to support their cause, whether it's inside a government agency or a private group. Lobbying falls into one of three broad categories: traditional lobbying, grassroots lobbying, or lobbying via political action committees. Before entering into official discussions, there is lobbying to take place. A key ability for good management is the ability to negotiate. Protocols and systems that have been around for a while are usually followed in formal talks (Bower et al., 2015). A contrast to this is the lack of regular procedural procedures in informal discussions, which yet take place outside of the formal, organised context. To achieve the objectives with maximum effectiveness and efficiency, we must participate in the process of negotiation. Developing proficiency in negotiation is crucial for both students and professionals who want to enhance their corporate communication skills to achieve success in the workplace (Chandra et al., 2000). This might be achieved via the use of real-world scenario

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