



**SILENT MESSAGES IN NEGOTIATION:
EFFECTS OF NONVERBAL BEHAVIORS IN SUCCESSFUL NEGOTIATIONS IN
PETRONAS SDN.BHD**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2014

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration (Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2014

DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, **NOOR FADHILAH BINTI MD SAAD**, (I/C Number: **921212-02-5290**)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

30th December 2014

Noor Fadhilah binti Md Saad (2011397001),
Bachelor of Business Administration (Hons),
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The Head of Program,
BBA Hons International Business,
Faculty of Business Management,
Universiti Teknologi MARA Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah, MELAKA.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**SILENT MESSAGES IN NEGOTIATION: EFFECTS OF NONVERBAL BEHAVIOR IN SUCCESSFUL NEGOTIATIONS IN PETRONAS SDN. BHD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

NOOR FADHILAH BINTI MD SAAD

2011397001

Bachelor of Business Administration (Hons)

International Business

ABSTRACT

Petroleum Nasional Berhad (PETRONAS) is a growing company which currently leading in oil and gas industry in Malaysia since 1974. As a largest and biggest taxpayer in the country, there are a lot of success and failure story of doing business in this developing country. The purpose of this research is to explore the relationship between the effects of nonverbal behaviors towards the successful negotiation in PETRONAS Sdn. Bhd. Besides that, researcher also going to identify what is the most significant non-verbal behavior that has high impact on the negotiation success in PETRONAS.

Based on the findings, the most significant variable that influences successful negotiation in PETRONAS Sdn. Bhd is the kinesics messages. The researcher suggests that company should provide training for the employees to enhance their negotiation skills. As for future researcher, it is suggested to the researcher to study all variable in depth that could explained the strong determined for successful negotiation in details.