

# **Gender-Specific Negotiations in Influencer Marketing**

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### **Abstract**

This literature review presents the current state of research of two topics: the online influencer marketing industry and gender differences in negotiations. It is unveiled how gender differences in negotiation may play a role in influencer marketing and how they relate to the gender pay gap in this specific industry, in which negotiations are conducted frequently. The principal causes for gender inequalities in negotiation outcomes are found to be gender roles and stereotype threat. Women are considered to violate their gender role when engaging in negotiations for themselves. The backlash they face undermines their performance and outcomes. However, when advocating on behalf of others, women act according to their gender role and face less backlash, which results in more successful negotiation outcomes. Therefore, the role of influencer management agencies is discussed, as women likely receive more beneficial outcomes when they are represented by others. For both men and women, past negotiation experiences strongly impact the success of future negotiations. The findings of this paper are limited by the cultural context, as gender roles may vary.

## 1. Introduction

During the past decade, the concept of online influencer marketing has revolutionized the marketing landscape. Firms have increasingly shifted their marketing budgets towards online influencer promotions, resulting in an industry worth billions of dollars. In fact, the influencer marketing industry is estimated to be worth 24 billion US dollars by the end of 2024 (Influencer Marketing Hub 2024, p. 10).

Being a content creator has been established as a full-time job that can turn out to be very lucrative as companies are willing to pay high provisions for the exposure of their products to an influencer's followers. Depending on the number of followers, content creators may earn three to four digit salaries per post (Statista Research Department 2024). The nature of this job could be described as project-based, since influencers are booked for collaborations that usually last for shorter periods of time only. For each brand collaboration which they are booked for, influencers must engage in negotiations to determine the form and amount of their payments among many other relevant aspects. In this regard, differences between male and female influencers occur, as male influencers on average earn more money per content post than their female colleagues (IZEA 2023, p. 6). Existing research indicates a connection between gender specific negotiation habits and divergent monetary compensations, leading to a gender pay gap in the influencer marketing industry analogous to most other industries.

This paper therefore aims to explore by reviewing relevant literature, whether this gender pay gap can be at least partially explained by different approaches to negotiations of men and women. Two streams of literature are considered: literature on influencer marketing and related negotiations, as well as literature on general gender differences in negotiations. In the first part, the context of the online influencer marketing industry is presented, as well as the role which negotiation plays in this field. In the second part, this literature review addresses

three research questions: First, the question of how women in general approach negotiations differently than men is answered. Further attention is paid to explaining the causes of these differences. Second, it is explored how women approach negotiations differently when advocating for themselves in contrast to the case when they are advocating on behalf of others. Third, the impact of the success in prior negotiations on the performance in future negotiations for both men and women is also discussed. The outcomes are connected to the context of influencer marketing, attempting to explain possible causes for the gender pay gap of this industry. The discussion of these research questions shall raise attention for the prevailing inequalities in compensation under which women still suffer, which are not limited to the influencer marketing industry. By exploring potential reasons for these financial inequalities, both women and men can reflect their behavior and try to address the roots of this issue.

## **2. Negotiations in the Context of Influencer Marketing**

Within this chapter, the context of the online influencer marketing industry is explained by defining the profession of an online influencer, the role of negotiation and the different forms of collaboration and compensation. Furthermore, the role of influencer management agencies in negotiations is discussed. The presentation of the gender pay gap in the influencer marketing industry concludes this chapter and points out the relevance of the research questions that are addressed in chapter three.

### ***2.1 Definition of Online Influencer Marketing***

Online influencers are content creators who managed to accumulate a sufficiently large base of followers with whom they share their content on different social media platforms (e.g. Instagram, TikTok, YouTube). Most influencers upload content to a combination of multiple

platforms simultaneously. By serving multiple platforms, they intend to hedge the risk of losing their social influence if one platform decreases in popularity and traffic, or even is about to close down entirely (Glatt 2022, p. 3861). With their content, they provide insights into their everyday lives, personal experiences and opinions (De Veirman, Cauberghe, and Hudders 2017, p. 801). Depending on the size of their community, influencers can be classified into four groups: nano-influencers (1-10k followers), micro-influencers (10-100k followers), macro-influencers (100k-1 Mio followers) and mega-influencers, with more than one million followers (Influencer Marketing Hub 2024, p. 22). Usually, influencers are category enthusiasts, meaning their content is focused on certain categories, such as fashion, travelling, fitness, automotive or technology. They manage to appear highly authentic, because they appear to be “normal” consumers themselves, while at the same time, they act as opinion leaders (Pei and Mayzlin 2022, p. 593, 595).

Companies therefore like to collaborate with online influencers to promote their products or services through the influencer’s content. Since influencers are considered as credible sources for product recommendations by their followers, collaborating with influencers enables companies to generate and spread positive impressions of their products/services to both established and potential new customers (Childers, Lemon, and Hoy 2019, p. 265). Scholars are also increasingly turning their attention towards this field of marketing. In the following subchapter, existing literature is analyzed to explain the different forms of influencer marketing collaborations, contract negotiation and compensation.

## ***2.2 Forms of Influencer Marketing Collaborations, Contracts and Compensation***

Generally, there are two types of influencer posts – sponsored and independent. Sponsored posts are created based on a contractual relationship between an influencer and a brand. The principal difference between the two types of posts is that the influencer receives a

compensation from the brand for sponsored posts. Independent posts on the other hand are produced without the firm knowing about their creation nor paying money for them (Pei and Mayzlin 2022, p. 593). Nonetheless, independent posts can include a voluntary promotion of a company's offering if the influencer likes to recommend it. The focus of this section however will be the sponsored posts which firms actively engage in with the influencers to promote their products.

Regarding sponsored posts, there are several different types of influencer collaborations, which Ozuem and Willis (2022, p. 220-223) have presented in their book. The authors distinguish between product placement, sponsored content and brand ambassadorship. Product placement was first introduced through movies and TV shows but is also applied in online influencer marketing. Influencers incorporate a company's product, service or brand logo into their content in order to promote it. This can happen in a rather subtle way, for instance by wearing a certain type of clothing without placing the main focus of the content on it, even though it was given to the influencer by a company. Within sponsored content, influencers actively disclose their sponsors, mention brand and product names and make them the focus of their content.

Brand ambassadorships can include both product placements and sponsored content, but usually go beyond these types of content. As brand ambassadors, influencers regularly generate content for a specific company during a longer period of time, usually for multiple years. They act as the "face" of the brand and are consequently strongly associated with it. Oftentimes, brand ambassadorship goes in hand with exclusivity clauses, indicating that the content creator is not allowed to promote the products/services of direct competitors. In addition, many influencers who were chosen to be brand ambassadors also attend brand events or even have their own products they sell together with the brand (Farish 2020, p. 954).

All of these types of collaborations need to be laid down in a contractual agreement between the influencer and the brand. The contract creation is usually preceded by a negotiation, as the form and amount of payment are very heterogeneous across the influencer marketing landscape. The form and amount of payment are usually negotiable because they depend on factors such as the number of the influencer's followers, engagement rates, the content format as well as the product category (Leung, Gu, and Palmatier 2022, p. 228). Since the influencer industry is still only loosely regulated and established pricing standards are lacking, influencers must determine their own pricing rates based on their self-evaluation and defend their claims in front of their contractual counterparts. Even though monetization is often the main motivational goal of engaging in influencer work, Fan (2024, p. 2) found that under-compensated or even unpaid labor is still common in the online influencer marketing industry.

It can be concluded, that effective negotiation is key to achieving success as an online influencer and being able to make a living out of this profession, since influencers have to engage in negotiations regularly. The compensation of influencers does not only depend on the amount which they manage to negotiate, but also on the form of the payment they receive. Borchers and Enke (2021, p. 6) identified six types of influencer compensation which are further explained in the following: fixed monetary compensation, flexible monetary compensation, monetary values, access to experiences, events and places, promotion and support, whereas fixed monetary compensation is the most common form of payment.

With fixed monetary compensation, content creators receive a fixed sum that is determined in advance for a requested piece of content. This fixed sum is independent from campaign goals such as engagement rates or purchases. In contrast, flexible monetary compensation is dependent on the success of the created content. It has become common practice that influencers share so-called affiliate links, which lead their viewers directly to the promoted brand's web shop. Due to this link, the brand can identify which purchases were made



because of the influencer's promotion. In case of a purchase via the affiliate link, the influencer receives a commission payment. Similarly, it is also common for influencers to share discount codes, which their followers can redeem at the checkout of the brand's web shop and by the help of which the brand can also track referred purchases and reward influencers accordingly (Syrdal et al. 2023, p. 3). Brands now increasingly use flexible compensation through affiliate links, as the direct linking of products in web shops is fostering sales significantly (Influencer Marketing Hub 2024, p. 26).

Besides monetary compensation, payment in kind is also common. This can happen in the form of free products, free accommodation or free travel. Another form of payment is access to experiences, events and places. Since influencers find themselves constantly under pressure to produce new and exciting content, companies offer them access to exclusive events, experiences or places such as movie premieres or concerts, so that the influencers can use those opportunities for creating new content. Similarly, promotion and support are also non-monetary forms of compensation which help influencers to generate more interesting and exclusive content, higher engagements and channel reach. As most large organizations have popular social media channels themselves, an influencer can benefit of his/her association with the brand, for instance by being mentioned or even promoted on the brand's account. This form of compensation is more common for nano- and micro-influencers. Support as compensation can also occur through technical or procedural support, such as the programming of an app for the influencer or the organization of fan events. In most cases, a combination of several of these six compensation types is chosen, which is also important in terms of fairness, as scholars have expressed criticism towards the payment form of monetary values (Borchers and Enke 2021, p. 6).

Nilsson, Murto, and Kjellberg (2023, p. 996) point out that compensation in the form of free products denies the hard work that is involved in the content production and make it hard

for content creators to earn a living. Especially nano- and micro-influencers are at risk in terms of unfair compensation, as they are more likely to work without monetary compensation at the start of their career because they hope that the gained exposure by working with a brand might lead to paid work in the future (Duffy 2017, p. 4). At the start of an influencer career, it can be very difficult to convince one's counterpart of the hard work and value that content creation brings, since many people still perceive online content creation as a hobby or mere part-time activity (Arriagada and Bishop 2021, p. 581). In consequence, nano- and micro-influencers must negotiate their agreements themselves and may be pressured by brands to handshake deals and text-messaged terms, while macro- and mega-influencers usually have agreements negotiated by their agents (Lehat 2023, p. 461).

### ***2.3 The Role of Influencer Management Agencies***

With the rise of online influencer marketing, the business model of influencer management agencies was found. Similar to modeling agencies, influencer management agencies act as intermediaries between influencers and brands, in order to support brands with selecting suitable influencers, and in turn, represent influencers in their contract negotiations, monitor their campaigns as well as administer their payments (Stoldt et al. 2019, p. 2). Musiyiwa and Jacobson (2024, p. 74) also point out, that influencer management agencies provide valuable support in ensuring that applicable laws, e.g. regarding the disclosure of sponsored content, are followed. With their industry competence, they can help influencers to determine suitable pay rates, which is especially difficult at the beginning of an influencer career. Serving as mediators, such agencies can also help to remove tensions that might arise due to conflicting interests during negotiations between brands and influencers (Stoldt et al. 2019, p.6).

Even though these findings suggest that an agency negotiating on behalf of an influencer ensures more favorable contract conditions and higher compensation, hardly any research has

been done yet on influencer agreement negotiations. Fan (2024, p. 14) has specifically called out for research on influencer management agencies and their role in negotiations, as so far, no empirical study has been conducted in order to answer the question whether influencers get higher payments for their content when agencies negotiate their contracts vs. when they negotiate for themselves. Even if that is the case, influencers still need to account for the commission costs, that agencies claim for their services.

#### ***2.4 The Gender Pay Gap in the Influencer Marketing Industry***

Regardless of the fact whether an influencer is represented in negotiations by an agency or not, industry statistics indicate the existence of a significant gender pay gap within the field of online influencer marketing. Even though women clearly dominate this type of job by accounting for 77% of the total sponsorship transaction volume paid by companies, men still earn an average of about 20% per post more than women (IZEA 2023, p. 6-7).

There is hardly any research yet that explains this striking pay gap in the online influencer marketing industry specifically, presumably because of the industry's relatively young age. It can however be assumed, that this inequality at least partially stems from societal expectations and stereotypic gender roles, as the behavior which men and women adapt according to their societal roles strongly determines their career development. This appears to be independent of the industry they engage in, as the concept of the gender pay gap is not limited to specific industries. As outlined before, every collaboration between an influencer and a brand precedes a negotiation of contract terms. Consequently, influencers frequently engage in negotiations, which makes effective negotiation of payment crucial for fair compensation. Due to the freedom of negotiation, outcomes are highly heterogeneous and depend on the influencer's negotiation skills. Nevertheless, the question remains whether the gender pay gap in the online influencer marketing industry may be based on gender roles along with the

distinctive differences in negotiating habits between men and women. Therefore, this question is discussed more thoroughly in the following chapter.

### **3. Gender Differences in Negotiations**

Research indicates that men generally outperform women in negotiations: Men are more likely to engage in competitive behaviors (Bowles, Babcock, and McGinn 2005, p. 9) and achieve on average significantly better economic outcomes in negotiations than women (Mazei et al. 2015, p. 94). Women were also found to have lower propensity to engage in negotiations than men (Greig 2008, p. 501), initiate negotiations less frequently (Small et al. 2007, p. 610) and show overall weaker performance in competitive environments (Gneezy, Niederle, and Rustichini 2003, p. 1049). Due to these striking differences, women face serious disadvantages in organizational contexts. For instance, the propensity to negotiate is correlated with receiving promotions and higher salaries more quickly, indicating a strong connection to the gender pay gap (Greig 2008, p. 502).

It is however not only the weaker negotiation performance or propensity to engage in negotiations that causes the gender pay gap we observe in nearly any industry. Women also generally have lower expectations in terms of compensation than men (Keaveny and Inderrieden 2000, p. 372) and do not feel the same entitlement to higher salaries (Kaman and Hartel 1994, p. 193). Initial salary requests of men are generally higher than those of women and correlate with final salary outcomes, leaving men with higher salaries than women (Barron 2003, p. 642). The aspects that women appear to be less efficient negotiators and ask for less than men may have the same causes though, as it is explained in the following.

### ***3.1 Explanations for Gender Differences in Negotiations***

Within this subchapter, the research question of how women approach negotiations differently than men shall be answered. Scholars suggest that these differences are caused by gender stereotypes which are anchored within our society. These gender roles are generally more constraining for women than men (Amanatullah and Tinsley 2013, p. 119). According to Kray and Thompson (2004, p. 110), women are regarded as submissive, weak, emotional and accommodating. In contrast, men are associated with being dominant, strong, assertive and rational. Consequently, men are attributed with characteristics that are associated with competence and agentic behavior, which in turn are typical for an effective negotiator. Since women appear as the exact opposite, they are not regarded as effective negotiators (Kulik and Olekalns 2012, p. 1392).

“A negative stereotype, whether or not it is endorsed by the holder, influences judgements and behavior. The classic gender stereotype is only a threat to women and presumably an affirmation for men” (Kray, Thompson, and Galinsky 2001, p. 955). This quote suggests that because women are strongly influenced by gender stereotypes, they have unconsciously internalized the idea of being weaker than men. This phenomenon is called stereotype-threat. Consequently, women question whether they have the necessary skills to be successful at the bargaining table (Kray and Thompson 2004, p. 161). This creates a negotiation stress mindset that debilitates women’s performance (Turetsky et al. 2023, p. 67). Stress is a serious disadvantage in negotiation context, as negotiators who feels anxious because of stress, were found to “expect lower outcomes, make lower first offers, respond more quickly to offers, exit bargaining situations earlier, and ultimately obtain worse outcomes” (Brooks and Schweitzer 2011, p. 43). Of course, this does not mean that men may not feel stressed when entering a negotiation, as such situations are likely to put anyone under pressure. It rather shows

that for women, the stress they experience in negotiations is additionally enforced by societal expectations.

Women also struggle more than men in determining their self-worth: In a study conducted by Barron (2003, p. 643), 85% of the men stated that they knew their worth, whereas 83% of the women said that they were unsure of it. Besides that, the author also asked the participants about their perception of self-entitlement. 70% of the male participants felt that they were entitled to more than others, while 70% of the women felt they were entitled to just the same as others. The self-doubts women have are highly discouraging and create a natural disadvantage, as confidence and self-perception are decisive in negotiations. Internalized societal constraints and psychological processes strongly affect women's negotiation behavior and salary beliefs (p. 651). In fact, it was found that women's lower confidence negatively biases their self-evaluation and weakens their negotiation position, while the opposite is true for men. In most cases, men are rather encouraged by their higher confidence levels (Beyer 1990, p. 967). Being a victim of stereotype-threat is a burden for women that causes disruptive mental load and undermines performance (Croizet et al. 2004, p. 728). Niederle and Vesterlund (2007, p. 1096) argue that women generally respond differently to competitive environments than men. Men seem to embrace competition, but women shy away from it. The authors explain this observation with their finding that men are more overconfident about their relative abilities (p. 1098).

Women's self-doubts and stereotype-threat are even enforced by the finding that when a female negotiator engages in competitive and agentic behavior, she likely faces backlash as her behavior is interpreted as gender counter-normative and therefore judged negatively (Kulik and Olekalns 2012, p. 1403). Bowles, Babcock, and Lai (2007, p. 91) dedicated their research to the negative aspects of females engaging in competitive behavior and concluded that women incur greater social costs from initiating negotiations and asking for higher salaries. Women

who negotiated for higher compensations than men were considered as overly demanding, whereas a man asking for the same would not face such an evaluation. In general, evaluators are more tolerant to men's behavior, as they rarely face backlash for assertive behavior (Amanatullah and Tinsley 2013, p. 119). Accordingly, women have the impression that when entering negotiations, they are likely to lose more than they gain, which leads them to shy away from it (Wade 2001, p 65). Niederle and Vesterlund (2008, p. 449) also suggest that competitive behavior may differ by gender because competition imposes psychic costs on women whereas men receive a psychic benefit.

In sum, several authors agree that men experience more encouragement both from the exterior (the society) as well as the interior (their self-perception). Gender differences in stereotype-threat therefore contribute to explain why women approach negotiations differently than men, why they are less likely to enter negotiations in the first place as well as struggle to reach equally beneficial outcomes due to the discouragement that they feel. It becomes evident that gender disparities in negotiations are not solely based on individual internal processes, but rather on social structures in which men and women navigate (Turetsky et al. 2023, p. 68). As this is a general societal issue, gender-specific stereotypes appear to restrict women across all industries, not limited to but including the field of online influencer marketing.

### ***3.2 Factors that Foster and Mitigate Gender Differences in Negotiations***

The previously mentioned aspects explaining gender differences in negotiations may be enforced or weakened by the context the negotiation takes place in. Especially for the focal industry of online influencer marketing, the context of the negotiation may play a decisive role. For example, a study of Bowles, Babcock, and Lai (2007, p. 98) states that the propensity of women to initiate negotiations is significantly moderated by the gender of their counterpart. Women are observed to be more nervous when their evaluator is male. In fact, when the

evaluator is female, women are as inclined as men to engage in salary negotiations. The authors suggest how this finding relates to the gender pay gap: “In most organizations, those who control organizational resources and opportunities for advancement tend to be men. If women are less inclined than men to initiate negotiations with men, then they may have fewer opportunities to increase their compensation and promotion potential” (p. 99). This phenomenon has also been observed in the online influencer marketing industry. Fan (2024, p. 10) conducted interviews with female influencers and found that if the counterpart in a negotiation was male, the women felt less comfortable asking for more money. If the counterpart was female, women felt like they could ask for more. The author indicates that the discomfort that women feel when negotiating with men stem from the internalized perception of gender roles and power.

The degree to which gender stereotypes undermine women’s performance may vary depending on the industry. More specifically, Bowles, Babcock, and McGinn (2005, p. 7) propose that it may depend on the degree of structural ambiguity within this industry. Structural ambiguity describes the extent of uncertainty that people within this industry have of the economic structure underlying the negotiation. Uncertainty about economic structure describes the understanding of negotiators regarding appropriate standards of agreements (e.g. benchmarks and focal points) and the limits of the bargaining range. The less understanding negotiators have about these aspects, the more ambiguity there is (p. 8). Within their study, the authors analyzed the salary negotiations of MBA students and observed that within low structural ambiguity industries, the negotiated mean salaries of men and women did not differ significantly. However, within industries with high structural ambiguity, there was a \$10,000 gender gap (p. 44). Structural ambiguity conclusively influences the differences in negotiation outcomes between men and women.



This finding can be applied to the online influencer marketing industry: As mentioned in chapter 2 of this paper, established pricing standards are still lacking in influencer marketing. Consequently, influencers who negotiate for their collaboration agreements are poorly informed about benchmark prices and appropriate bargaining ranges. It is therefore no surprise that a gender pay gap exists within this industry.

The observation of men outperforming women in negotiations with uncertain context makes sense considering the previous analysis of studies on stereotype-threat. Because of the lower confidence levels, weak encouragement and fear of backlash which women structurally feel, they are more likely to play safe and thus make lower salary requests than men. In contrast, when women know what they can request because they are backed up by information and transparency in contexts with low structural ambiguity, they feel like they are allowed to make the same requests as men.

A finding which may be beneficial for women especially in the online influencer marketing industry is that within virtual negotiations, the pressure of women to be affiliative is reduced. Virtual negotiations enable women to ignore status cues and to focus on the outcome of the negotiation rather than the relationship to the counterpart (Stuhlmacher, Citera, and Willis 2007, p. 336). As a result, women tend to be more hostile and competitive in virtual negotiations compared to face-to-face situations. For men, no significant difference was found (p. 329). Within influencer marketing, it is highly likely that most negotiations are conducted virtually as companies, content creators and influencer management agencies are spread across the globe. Therefore, especially women who are working as influencers should be able to benefit of this opportunity.

This subchapter emphasized that the degree of gender differences in negotiations also depends on the context in which the negotiation takes place. But the context is not limited to the counterpart, the industry or the place where the negotiation is conducted. Culture has an

important impact on the context as well. The following subchapter therefore explores the role of the cultural context on gender differences in negotiations.

### ***3.3 Gender Differences Based on the Cultural Context***

As gender differences in negotiations largely depend on gender stereotypes, it is important to point out that gender stereotypes may differ across cultures and societies. The stereotypes that are mentioned in the previous subchapter correspond to the perspective of Western and individualistic cultures. Thus, this paper only provides explanations for gender differences in Western and individualistic cultures.

Shan, Keller, and Joseph (2019, p. 652) have also called out that research often only covers the Western perspective. They found that men outperform women in cultures that value assertiveness and individualism. However, in societies which are characterized by strong collectivism, low assertiveness as well as low individualism, women are likely to negotiate more effectively than men (p. 651). Especially in cultures which de-value assertiveness, men are more likely to struggle in negotiations when indirect and implicit communication are key to success (p. 661). These findings of Shan, Keller and Joseph somewhat contradict the statement of men outperforming women which has been elaborated in the previous subchapter. Conclusively, it must be emphasized that, as pointed out by the authors, the relative negotiation performance of women is contingent on cultural values.

Cuddy et al. (2015, p. 631) similarly argue that “the stereotyping of men as agentic and women as communal is not universal but instead reflects the values and practices that are dominant within each society”. The authors explain that it depends on the cultural context whether men and women are considered as agentic or communal, and which type of behavior constitutes superior negotiation performance. Thus, whether men or women are seen as the more effective negotiators cannot be generalized across different cultures and must be analyzed

case by case. The existence of a gender pay gap may therefore not always find its explanation in gender-specific negotiations. Research is needed to analyze whether countries in which cultural values enhance women's negotiation behavior have lower gender pay gaps. The arguments of Cuddy et al. as well as Shan, Keller and Joseph consequently limit the elaboration of the research questions and the findings of this paper to Western, individualistic cultures.

### ***3.4 Differences in Negotiating for Oneself vs. on Behalf of Others***

As concluded before, the female stereotype in the Western world prescribes women to be accommodating and emotional. They are expected to care more for others than themselves, otherwise they are evaluated negatively (Amanatullah and Morris 2010, p. 265). This supposedly stems from the idea that women are made to be caring mothers. It would be consequently in line with the gender role of women to negotiate more effectively on behalf of others than for themselves. It is therefore analyzed what scholars have found regarding the success of negotiation outcomes respective to these two cases.

Bowles, Babcock, and McGinn (2005, p. 42) have found that the performance of female negotiators was significantly higher when they were negotiating for someone else as opposed to themselves. In fact, their experiments showed that the compensation agreements which women negotiated for someone else were 18% higher than those they would negotiate for themselves. For men, this difference only accounted for less than 0.5% (p. 31). Women negotiate more assertively when there are representing others. Additionally, they negotiate more effectively than men, as in this case, feminine characteristics are rather beneficial. This is also reflected in the results of one of the experiments conducted within this study: Women managed to negotiate mean salary agreements of \$167,250 whereas men only achieved mean salary agreements of \$146,667 when advocating for another candidate (p. 30).

The study of Kray, Galinsky, and Thompson (2002, p. 405) provides an explanation for this observation: “When stereotypically feminine traits were associated with negotiation failure, men outperformed their female counterparts; when stereotypically masculine traits were associated with negotiation failure, women outperformed their male counterparts. The findings of this study suggest that stereotypes can be effectively regenerated by reminding negotiators that traits often thought to be predictive of success can in fact be detrimental to performance.” The authors point out that it is not the negotiator who constitutes the primary determinant of negotiation success, but the situation in which the person is negotiating (p. 408).

Amanatullah and Morris (2010, p. 263) also confirm that the general difference in negotiated outcomes does not exist because of women’s deficit in motivation or negotiation capacity. They explain that women engage in strategic trade-offs between social and economic costs – “a hedging of assertiveness in contexts in which they anticipate incurring backlash”. As observed by the authors, women competed more and expected less backlash while achieving equally successful outcomes like men in other-advocacy contexts. Consequently, the perceived social costs are eliminated when women negotiate on behalf of others. Women then feel like they can negotiate as assertively as men, because in the case of other-advocacy, they are acting according to the gender schema of caring more about others than themselves. As a result, women are less subject to backlash when they behave assertively (p. 265).

Similarly, a meta-analysis conducted by Mazei et al. (2015, p. 94) showed that the differences in negotiation outcomes between women and men are context-bound. “Gender difference favoring men was generally decreased when negotiating was more congruent with the female gender role (e.g., when advocating for another person), and reversed under conditions most congruent with the female role” (p. 95). As elaborated in chapter 3.1, women would face backlash for assertive behavior if they were negotiating for themselves. This

suggests that when negotiating on behalf of others, assertiveness is regarded to be in line with the gender role, and therefore not a violation that needs to be punished.

In later research however, Amanatullah and Tinsley (2013, p. 118-119) stress that this finding merely describes a new gendered constraint: Women who advocate for others and do not behave assertively act against their role expectations and are likely to be labeled as selfish. In conclusion, women are not released from gender expectations when they are acting on behalf of others, they just face other expectations which constrain them.

With the understanding that women are more successful when they negotiate for others and may face social repercussions when they negotiate for themselves, they are recommended to rethink the way they approach negotiations. Tinsley et al. (2009, p. 241) propose that women, if suitable, reframe their claims in negotiations, so that they appear to be advocating for others. For example, when asking for a higher salary or a bonus, a woman could argue that she wants the money to better provide for her family. Or she could argue that her request stems from the desire to be best equipped to do her job for the sake of their team and the entire organization. By reframing their claims, Tinsley et al. argue that women can enhance their perceived concern for others and thus act according to their social role, even when they are pursuing individual goals. Another recommendation proposed by the authors is that, whenever possible, a woman should engage someone else, preferably another woman, to represent her in a negotiation.

In the context of influencer marketing, women who work as content creators in fact have this opportunity. As elaborated in chapter 2, they can let influencer management agencies represent them in their contract negotiations. Nonetheless, this is only beneficial if the agency is operating on fair terms and in the best interest of the influencer.

### ***3.5 The Influence of the Success in Prior Negotiations***

Like a lot of other skills, negotiation is something that can be learned and improved by experience. It therefore is important to consider what scholars have found concerning the experience of successes or failures in prior negotiations and how they might influence the performance of women in future negotiations.

O'Connor, Arnold, and Burris (2005, p. 356) have turned their attention towards this topic and found in fact, that past negotiation experiences impact the quality of future negotiation outcomes, as many negotiators (both male and female) feel discouraged and insecure after facing poor results. Their research highlights the impacts of negative negotiation experiences. The authors detected that negotiators who reached an impasse within a negotiation were significantly more likely to likewise reach an impasse within their next negotiation. Even if those negotiators managed to close a deal in a subsequent negotiation, the quality of the outcome was poorer compared to bargainers that did not face impasses before. Another finding of this work is that influence of past experiences on future negotiation outcomes is independent on the counterpart who the negotiators were bargaining with (p. 357). So, even when the person on the other side of the table changed and negotiators were apparently able to start with a clean slate, past experiences still influenced the quality of the outcome.

Kray, Galinsky, and Markman (2009, p. 982) support these findings. They also conclude that the key in reflecting past negotiation experiences and learn from them is to engage in additive counterfactuals rather than subtractive counterfactuals. This means that negotiators should rather reflect on helpful actions that they have not taken in their negotiations (e.g. they did not make enough arguments to justify their counteroffer). In contrast, it not helpful to worry too much about what actions a person should rather not have done. The authors found that negotiators who managed to adapt their way of thinking to additive counterfactuals gained a competitive advantage over negotiators who generated subtractive counterfactuals.

The research of Kray, Layne Paddock, and Galinsky (2008, p. 173) is also based on the findings of O'Connor, Arnold and Burris and focused on the impact that prior negotiation experiences have on the risk attitude of negotiators. They argue that negotiators who have gained successful experiences were more likely to embrace strategic risk. For instance, they were more willing to share information about their preferences and priorities with their counterpart. Negotiators with negative prior experiences on the other hand were less open to share such information. This is in line with the previously mentioned idea that negotiators are encouraged by positive experiences and discouraged by negative ones. Besides that, the authors found that negotiators who experienced failures in the past are more willing to budge and accept a contingent agreement. The authors suggest that this is due to the differences in perceived control which negotiators feel, as negotiators with negative experiences reported to have felt that they had less personal control in negotiations (p. 174).

It becomes evident that past negotiation experiences have a powerful impact on future negotiation performance. Notably the way how past experiences are reflected is crucial for the quality of further negotiation outcomes. Because of this significant influence, ElShenawy (2010, p. 203) points out the value of negotiation training, as it has a direct effect on self-reflection and negotiation outcomes.

With regard to answering the research question, it must be pointed out that all of the presented findings in this subchapter were not made while specifically distinguishing between men and women. It can still be concluded though that women should adapt their thinking about past negotiations towards additive counterfactuals and awareness of gender bias. Learning from past experiences may then constitute a decisive tool in improving their bargaining outcomes, conclusively reducing the gender pay gap. Especially within an industry where negotiations occur as frequently as in influencer marketing, the value of reflecting prior negotiations experiences should not be neglected.

#### 4. Conclusion

This paper explored three main research questions by reviewing relevant literature: how women approach negotiations differently than men, how women approach negotiations differently when advocating for themselves vs. when they are advocating on behalf of others and how success/failure in prior negotiations impact future performance. The findings were applied to the context of influencer marketing to assess whether they have an impact on the gender pay gap in this industry.

The principal reason why men are outperforming women in negotiations across industries is stereotype-threat. When women do not behave according to their gender role like our society expects them to, they face backlash. Gender roles define men to be more efficient negotiators than women. It is therefore likely that they contribute to the gender pay gap. The definition of gender roles and which behavior is most efficient in negotiations however depends on the cultural context. In Western societies, women are likely to face backlash when they negotiate assertively for themselves. The degree of the resulting gender differences in negotiations also can be enforced or weakened by the place of the negotiation, the counterpart, and the structural ambiguity of the industry. For instance, the lack of established pricing standards in the influencer marketing industry is likely to enforce gender differences in negotiation outcomes. Female influencers are hindered to achieve equal negotiation outcomes, because they struggle more than males to deal with uncertainty. Virtual negotiations can weaken such differences, as the pressure of women to be affiliative is reduced and they can ignore status cues. When women advocate for others, they act more in line of their gender role and manage to reach at least the same negotiation outcomes as men. Female influencers should thus consider to let themselves be represented by an influencer management agency. Independent of industry



and gender, past negotiation experiences have a strong impact on the outcomes of future negotiations.

The suggestions of this paper are limited by several factors. As elaborated in chapter 3.3, most research on gender-specific negotiations is conducted from a Western perspective which is why most of the results only apply to Western, individualistic cultures. Also, when exploring whether gender differences in negotiations partially explain the gender pay gap in the field of online influencer marketing, this paper does not consider what other factors might have an impact on salary differences. For instance, the type of companies the influencers collaborate with could contribute to the gender pay gap as well: Supposing that many female influencers are collaborating with fashion and beauty brands whereas many male influencers like to promote technology such as computers, smartphones and even cars, the question arises whether the gender pay gap is also caused by the fact that men collaborate more with companies which sell higher-margin products, and thus, are likely to have higher marketing budgets. This would be an interesting topic for future research.

The two streams of literature on influencers and gender-specific negotiations that have been presented in this paper have not been combined in scientific research so far. This is probably due to the fact that influencer marketing has experienced its rise in the mid-2010's and thus being a rather young topic which has not been sufficiently scientifically explored yet. Therefore, many suggestions for future research arise from this paper. More data and explanations are needed on the gender pay gap and negotiations in the online influencer marketing industry. Besides that, further research is needed that treats the research questions of this paper regarding different cultural contexts. Also, research on virtual and face-to-face gender-specific negotiations for influencer collaborations could deliver interesting results. There is also a strong call for more insights on influencer management agencies and their role in influencer negotiations. Empirical research comparing the compensation of female

influencers who negotiate for themselves and those who are represented by an agent is strongly needed. Also, an empirical verification whether female agents achieve better contract terms than male agents would deliver valuable insights. Additional research is also needed to uncover whether there are differences in the impact of prior negotiation outcomes on men and women. It would also be interesting to explore whether learning about the gender inequalities that are caused by stereotype-threat and their impact on negotiations can improve women's negotiation performance.

## Appendix

### *Appendix A: Literature Review Table*

<b>Title</b>	<b>Author/s (Year) Journal/Publisher</b>	<b>Research Focus</b>	<b>Theoretical Background</b>	<b>Sample / dataset</b>	<b>Method / Analysis / Experiment</b>	<b>Relevant findings for this paper</b>
Digital Marketing Strategies for Value Co-Creation: Models and Approaches for Online Brand Communities	Wilson Ozuem, Michelle Willis (2022) <i>Palgrave Macmillan Cham</i>	Online Marketing, Influencer Marketing	/	/	/	Propose 3 types of influencer collaborations: product placement, sponsored content, brand ambassadorship
Beauty and the brand: drafting contracts for the commercial use of someone's likeness	Kelsey Farish (2020) <i>Journal of Intellectual Property Law &amp; Practice</i>	Model and influencer contracts, Intellectual Property Rights	/	/	Analysis of contractual ecosystem	Three contract types: short-form model releases, agreements for a specific campaign or event, to include licenses for use, and longer-term endorsement/ brand ambassador agreements. Some contracts may require the Talent to waive all of their rights in the image, together with any rights to make a claim for privacy invasion.
Online Influencer Marketing	Fine F. Leung, Flora F. Gu,	Influencer Marketing, Compensation	Social capital theory	58 respondents	Practitioner and consumer interviews	Collaborating with influencers can enhance a firm's marketing communication

	Robert W. Palmatier (2022) <i>Journal of the Academy of Marketing Science</i>					effectiveness. Influencer pay varies greatly and depends on factors such as follower size, engagement rates, product category and content format.
The emotional contract: on obligation and guilt in women influencers' work with brands	Jiali Fan (2024) <i>Feminist Media Studies</i>	Women in the Influencer Industry	Emotional contracts, Inequalities	15 interviews with Australian Influencers and 12 interviews with Chinese influencers	Comparative cross-national and cross-platform approach, conducting expert interviews	The performance of sponsored posts is largely dictated by platforms and lies beyond influencers' control, but especially female influencers feel responsibility for the posts' performance, presenting challenges when it comes to asserting fair compensation. This emotional contract is rooted in gendered neoliberal power dynamics. Female influencers are hesitating to negotiate when their counterpart is a man. Unpaid labor is still common.
Managing strategic influencer communication: A systematic overview on emerging planning, organization, and	Nils S. Borchers, Nadja Enke (2021) <i>Public Relations Review</i>	Influencer marketing process, influencer communication, Influencer compensation	/	20	Expert interviews with organization and agency representatives	Identify six types of influencer compensation: fixed monetary compensation, flexible monetary compensation, monetary values, access to experiences, events and places, promotion and support

controlling routines						
Influencer marketing and the ‘gifted’ product: framing practices and market shaping	Johan Nilsson, Riikka Murto, Hans Kjellberg (2023) <i>Journal of Marketing Management</i>	Influencer Compensation	/	22 interviews with 26 respondents	Analysis of qualitative data generated by participant observation, interviews with market actors, content from social media and other online sources	Compensation in the form of free products is common in influencer marketing, denying the hard work that is involved in the content production and makes it hard for content creators to earn a living.
The power of influence: Standardizing the influencer marketing industry through alternative dispute resolution	Michele Lehat (2023) <i>Cardozo Journal of Conflict Resolution</i>	Influencer collaborations and contracts, legal background, intermediaries, pay gap	/	/	Review of existing regulations	No measures or standards exist that address influencer brand contracts. Most inexperienced influencers lack the bargaining power to negotiate rock-solid contracts and fair pay.
Influencer marketing and the growth of affiliates: The effects of language features on engagement behavior	Holly A. Syrdal, Susan Myers, Sandipan Sen, Parker J. Woodroof, William C. McDowell (2023) <i>Journal of Business Research</i>	Affiliate Influencer Marketing	Elaboration Likelihood Model	2,040 affiliate posts	Test of relationship between linguistic characteristics and the success of affiliation	Influencers can earn commissions through affiliate content by sharing a link or promo code to eligible products. Links or codes are used to allow merchants to track referred purchases. If followers make purchases through the link or use the code, the influencer affiliate receives a commission.

Professionalizing and Profiting: The Rise of Intermediaries in the Social Media Influencer Industry	Ryan Stoldt, Mariah Wellman, Brian Ekdale, Melissa Tully (2019) <i>Social Media + Society</i>	Intermediaries in the influencer marketing industry	/	14 women and 6 men	In-depth interviews, observations, and document analysis	Intermediaries offer a variety of products and services for both influencers and brands, including recruiting and vetting influencers for branded campaigns, negotiating payment and logistics for influencers, administering payments and monitoring campaigns. Acting as mediators, they can also help to resolve tensions between influencers and brands.
Leveraging Influencer Relations Professionals for Sponsorship Disclosure in Social Media Influencer Marketing	Ruvimbo Musiyiwa, Jenna Jacobson (2024) Journal of interactive advertising	Intermediaries in the influencer marketing industry	Bourdieu's sociological theory of field	21 influencer relations professionals in Canada	Semi-structured interviews	Influencer intermediaries can support sponsorship disclosure and ensure that applicable laws are respected. Three areas of agencies are identified: (1) legal contracts and statements of work, (2) formal and informal content vetting processes, and (3) intermediary knowledge transfer
Constraints and triggers: Situational mechanics of gender in negotiation	Hannah Riley Bowles, Linda Babcock, Kathleen L. McGinn (2005)	Gender differences in negotiation	/	1: 358 men, 167 women 2: 107 men, 107 women 3: 120 men, 50 women	4 field studies with MBA/university students	Female negotiators' performance enhanced significantly when negotiating for someone else as opposed to only for themselves.

	<i>Journal of Personality and Social Psychology</i>			4: 147 men, 168 women		Gender does not always matter in negotiation; the differences appear notably in salaries in industries with high structural ambiguity.
A meta-analysis on gender differences in negotiation outcomes and their moderators	Jens Mazei, Joachim Hüffmeier, Philipp A. Freund, Alice F. Stuhlmacher, Lena Bilke and Guido Hertel (2015) <i>Psychological Bulletin</i>	Gender differences in negotiation	Concept of role congruity	123 effect sizes (overall N = 10,888, including undergraduate and graduate students as well as businesspeople)	Meta-analysis	In negotiations, men achieve on average significantly better economic outcomes than women. The differences between men and women in negotiation outcomes are context-bound, when women are acting in line of their social role, they can outperform men.
Propensity to Negotiate and Career Advancement: Evidence from an Investment Bank that Women Are on a “Slow Elevator”	Fiona Greig (2008) <i>Negotiation Journal</i>	Gender differences in negotiation, inequalities in career development	/	136 employees	Behavioral experiment run in a major investment bank in the United States	Fewer women than men are willing to negotiate, their propensity to initiate negotiations is lower which undermines the probability of promotion.
Ask and you shall receive? Gender differences in negotiators' beliefs about requests for a higher salary	Lisa A. Barron (2003) <i>Human Relations</i>	Gender differences in negotiation, salary inequalities, self-perceptions of men and women	/	Twenty-one men and seventeen women	3 data sources: experimental behavioral negotiation simulations, semi-structured post-negotiation interviews, and	Men make higher salary requests than women, leading to salary differences. More men than women state that they know their worth, women are rather unsure of it and less confident about their abilities and entitlement.

					pre- and post-negotiation questionnaires	
Punishing female negotiators for asserting too much. . .or not enough: Exploring why advocacy moderates backlash against assertive female negotiators	Emily T. Amanatullah, Catherine H. Tinsley (2013) <i>Organizational Behavior and Human Decision Processes</i>	Gender differences in negotiation, other-advocacy	Nascent theory on societal norms	(1): 226 participants (112 (male and 114 female) (2): 123 participants (61 men and 62 women)	2 studies	Assertive, self-advocating women suffer a social backlash because their behavior is associated with high negative masculine and low positive feminine characterizations, leading to financial repercussions. Male negotiators do not suffer any backlash consequences. Women who represent others and do not behave assertively do not satisfy role expectations and are likely to be labeled as selfish.
Gender stereotypes and negotiation performance: an examination of theory and research	Laura J. Kray, Leigh Thompson (2004) <i>Research in Organizational Behavior</i>	Gender differences in negotiation, gender stereotypes	Stereotype threat	/	Literature Review	Women are viewed as, weak, submissive, emotional and accommodating, which is why they are not sure whether they have the skills to be successful at the bargaining table.
Negotiating the Gender Divide: Lessons From the Negotiation and	Carol T. Kulik, Mara Olekalns (2012) <i>Journal of Management</i>	Gender differences in negotiation	Stereotype content model, expectancy violation theory	/	Literature Review	Women negotiate less desirable employment terms than men do. This gender gap is frequently attributed to differences in the ways that men and women negotiate. Gender-counter



Organizational Behavior Literatures						normative behaviors create negative expectancy violations for women, generating backlash and leading to less desirable outcomes.
Battle of the sexes: Gender stereotype confirmation and reactance in negotiations	Laura J. Kray, Leigh Thompson, Adam D. Galinsky (2001) <i>Journal of Personality and Social Psychology</i>	Gender differences in negotiation, gender stereotypes	Stereotype activation	-36 participants -238 participants -36 participants -128 participants	4 experiments	Gender stereotypes affect negotiation performance. Negative stereotypes influence behavior and judgements. Gender stereotype is a threat to women but not for men.
Explaining the gender gap in negotiation performance: Social network ties outweigh internal barriers	Kate M. Turetsky, James P. Curley, Ashli B. Carter, Valerie Purdie-Greenaway (2023) <i>Journal of Social Issues</i>	Gender differences in negotiation	/	77 MBA executives (32 women, 45 men)	Comparison of internal and relational mechanisms for gender disparities in negotiation performance.	Men outperformed women in negotiations. Significant gender differences emerged in stereotype threat, stress mindset, and social network centrality. Gender differences in negotiations are not only based on individual internal processes, but rather on social structures.
Social incentives for gender differences in the propensity to initiate negotiations: Sometimes it does hurt to ask	Hannah Riley Bowles, Linda Babcock, Lei Lai (2007) <i>Organizational Behavior and Human Decision Processes</i>	Gender differences in negotiation, social perception	/	-119 students (66 men, 53 women) -236 participants (121 men, 115 women) -285 adults (107 men, 178 women)	4 experiments	Women are more reluctant to attempt to negotiate for higher compensation, but only when the counterpart is male. In most organizations, those who control organizational resources and opportunities

				-367 adults (184 men, 183 women)		for advancement are men. This leads women to have fewer opportunities to increase their compensation and promotion potential.
Gender Differences in Virtual Negotiation: Theory and Research	Alice F. Stuhlmacher, Maryalice Citera, Toni Willis (2007) <i>Springer Science + Business Media, LLC</i>	Gender differences in virtual negotiation	/	Forty-three negotiation studies comparing face-to-face and virtual negotiations were examined for gender differences	Meta-Analysis of the negotiation studies	Within virtual negotiations, the pressure of women to be affiliative is reduced, enables women to ignore status cues and to focus on the outcome of the negotiation rather than the relationship to the counterpart. Women tend to be more competitive in virtual negotiations. No significant difference was found for men.
Are men better negotiators everywhere? A meta-analysis of how gender differences in negotiation performance vary across cultures	Wen Shan, Joshua Keller, Damien Joseph (2019) <i>Journal of Organizational Behavior</i>	Gender differences in negotiation across cultures	Hofstede's cultural dimensions, GLOBE cultural practices, Schwartz's cultural value types	185 studies that across 30 societies	Meta-analysis	Cultures lower in individualism, higher in in-group collectivism practices, lower in assertiveness practices, and higher in harmony, women more likely outperformed men in negotiations.
Men as Cultural Ideals: Cultural Values Moderate Gender	Amy J. C. Cuddy, Elizabeth Bailly Wolf, Peter Glick,	Gender stereotypes across cultures	Stereotype Content Model, Social Role Theory, Hofstede's individualism–	-(1): 178 participants -(2): 199 participants	Studies tested whether cultural values moderate the content of gender stereotypes	The stereotyping of women as communal and men as agentic and is not universal but depends on the culture. Which type of behavior constitutes

Stereotype Content	Susan Crotty, Jihye Chong, Michael I. Norton (2015) <i>Journal of Personality and Social Psychology</i>		collectivism dimension	-(3): 47 participants		superior negotiation performance also depends on the cultural context.
Negotiating Gender Roles: Gender Differences in Assertive Negotiating Are Mediated by Women's Fear of Backlash and Attenuated When Negotiating on Behalf of Others	Emily T. Amanatullah, Michael W. Morris (2010) <i>Journal of Personality and Social Psychology</i>	Gender differences in negotiation, negotiating on behalf of others	Gender role congruity theory	59 participants: 53% men and 47% women	Controlled laboratory experiment of a negotiation situation	Women are not less capable bargainers than men. Gender differences reflect women's strategic tradeoffs between economic and social costs. Women expect less backlash in other-advocacy contexts than in self-advocating contexts and therefore, compete more in such contexts.
Reversing the Gender Gap in Negotiations: An Exploration of Stereotype Regeneration	Laura J. Kray, Adam D. Galinsky, Leigh Thompson (2002) <i>Organizational Behavior and Human Decision Processes</i>	Gender differences in negotiations, gender stereotypes,	Stereotype threat	-122 participants (61 mixed-gender dyads) - 42 participants (21 mixed-gender dyads)	2 experiments, examination of mixed-gender dyads	Negotiation performance depends on the context: Women outperformed men when stereotypically masculine traits were linked to poor negotiation performance, men outperformed women when stereotypically feminine traits were linked to poor negotiation performance.

Women at the Bargaining Table: Pitfalls and Prospects	Catherine H. Tinsley, Sandra I. Cheldelin, Andrea Kupfer Schneider, Emily T. Amanatullah (2009) <i>Negotiation Journal</i>	Gender differences in negotiations	Gender Gap, subconscious bias	/	Literature Review	Women should reframe their claims in negotiations, so that they appear to be advocating for others because then they face less backlash due to the role congruity. Whenever possible, a woman should let herself be represented in negotiations by someone else, preferably another woman.
Negotiators' Bargaining Histories and Their Effects on Future Negotiation Performance	Kathleen M. O'Connor, Josh A. Arnold, Ethan R. Burris (2005) <i>Journal of Applied Psychology</i>	Effect of past experiences on future negotiations	/	262 (126 men, 136 women)	Negotiation experiment, the participants participated in two negotiations over a 2-week period	The quality of negotiation outcomes are significantly influenced by previous bargaining experiences. Negotiators who reached an impasse on a prior negotiation were more likely either to impasse in their next negotiation or to reach deals of low joint value. The impact of past performance was just as strong for negotiators who changed partners on the 2nd occasion.
Counterfactual structure and learning from experience in negotiations	Laura J. Kray, Adam D. Galinsky, Keith D. Markman (2009) <i>Journal of Experimental Social Psychology</i>	Learning from experience in negotiations	Counterfactual reflection	-184 participants -158 participants	2 experiments exploring how counterfactual structure impacts value creating and value claiming	Negotiators should rather reflect on helpful actions that they have not been taken in their negotiations, not worry too much about what actions a person would rather not have done. Negotiators who adapted their way of thinking

						to additive counterfactuals gained a competitive advantage over negotiators who generated subtractive counterfactuals.
The Effect of Past Performance on Expected Control and Risk Attitudes in Integrative Negotiations	Laura J. Kray, E. Layne Paddock, Adam D. Galinsky (2008) <i>Negotiation and Conflict Management Research</i>	Negotiation successes and failures, learnings	/	-38 MBA students - 99 undergraduate business students - 48 students	Three experiments examine the relationship between past performance and strategies and risk attitudes in integrative negotiations	Negotiation outcomes are influenced by knowledge of past success/failure. Negotiators with a history of success were more willing to embrace strategic risk, which involves sharing information about their preferences and priorities. Negotiators who experienced failures in the past are more willing to budge and accept a contingent agreement due to the differences in perceived control.

***Appendix B: Comparative Literature Table***

Citation	Influencer Collaborations	Influencer Payment Forms	Influencer Negotiations	Influencer Management Agencies	Influencer Inequalities / Pay Gap	Gender differences in negotiation	Negotiating in different cultural contexts	Negotiating on behalf of others	Influence of prior negotiations
This study	x	x	x	x	x	x	x	x	x
Ozuem and Willis 2022	x								
Farish 2020	x	x	x						
Leung, Gu and Palmatier 2022	x	x							
Fan 2024	x				x				
Borchers and Enke 2021		x							
Nilsson, Murto and Kjellberg 2023		x							
Lehat 2023	x		x						
Syrdal et al. 2023	x	x							
Stoldt et al. 2019			x	x					
Musiyiwa and Jacobson 2024			x	x					
Bowles, Babcock and McGinn 2005						x		x	
Mazei et al. 2015						x			
Greig 2008						x			
Barron 2003						x			
Amanatullah and Tinsley 2013						x		x	
Kray and Thompson 2004						x			
Kulik and Olekalns 2012						x			



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