



An Inter-Disciplinary Outlook on Neuro Decision Making

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Exploration is really the essence of the human spirit

Frank borman

Based on the above proverb, this paper is an Inter disciplinary Research between psycho-physiological aspect of behaviour and IR and PM, emphasizing on exploration- which is the Natural Instinct of the Organism.

Focus is on Human Decision Making in organizational sectors - That controls, manages and mobilizes the behaviour in the organization while facing its challenges. Mainly the challenges faced in organizational sectors, are - Planning, Organising, Leading, Staffing, Skill development, Foreign Policy, Socio-Cultural Basis, Need of Job Contact, Creating Opportunity for Org. Economic Position, Globalization, Marketing Management, Work force Diversity.

Background of the Study

- Everyday life is full of decisions and decision making process. Hence, researches on decision making process is now a focal point among behavioural scientists.
- Every decision is made not in a vacuum, it occurs within a decision making environment, that includes collection of possible information, its accuracy, all possible alternatives, their values and preferences available at the time of decision.
- Neuro-scientific evidences also suggest that a sound and rational neuro-management of decision making depends on prior accurate psycho-social processing.

Scope of study

- In analysing neuro-management perspective of decision making the biological / genetic factors that affect the decision making process is to be highlighted in order to create awareness among the people about their biological

and physiological trend of decision making process that can help them in personal level and also in administrative (placement, training, and managing) level in occupational set up to realistic, cognitive, emotional and value based life situations.

- Studying certain components of decision making that influences the employees of IT sectors and to prepare the exemplary models for any type of organization / institution. Models of decision-making usually focus on cognitive, situational, and socio-cultural variables in accounting for human performance.
- A decision making approach can strengthen the ecological validity of descriptive investigations in certain dynamic behavioural decision situations And On this basis to prepare a value based decision making model by using the tools from neuro-management and cognitive neuro-science.

Human decision making (HDM)

Human decision making is a mental process resulting in selection of a course of action among several alternative scenarios, The main points are:

- Exploration to human HDM involves.
- Neuro-scientific management/Approach to HDM.
- Neurological basis of HDM.
- Neuro-management perspective of HDM.
- And by this way to prepare a Value based model on HDM management.

Every decision is made in a decision making Environment that includes

1. Collection of possible information.
2. Its accuracy.
3. Possible alternative.

4. Their values.
5. Preferences.
6. Availability of TIME.
7. Prior accurate mental (emotional) processing event.
8. Strategic simplification of decision problems.

Generally decision making involves three [3] steps, like

1. Recognition of a need.
2. Dissatisfaction within oneself on decision to change.
3. CS. Dedication to implement the decision.

Now psychologists are not only focusing on just the DM behavior but the mental events that precede DM. Neuro-scientific exploration to DM helps in neuro-scientific management of mind and its effect on behavior.

While taking a decision several problems emerge and affect our decision making processes. They can be categorized as:

- Biases, Fallacies, and Errors.
- Heuristics.
- Common type of mental short cut.
- Overconfidence.
- Hindsight Bias.
- Illusory Correlation.

Rationale of the study

- Research is insufficient till date to demonstrate distinctively by obtaining convergent and divergent valid measures. There must be call for more researches on neuro-scientific - management processes of decision-making.
- Thus the Principal aim of the study is to explore about DM process and to prepare a model of value-based decision making by using tools from Neuro-management and cognitive neuroscience (That can be a standard measure of DM) creating awareness among each individual, in their life leading strategies in most of the sectors of Human management. standard measure of DM) creating awareness among each individual, in their life leading strategies in most of the sectors of Human management.

Objective

Thus the primary objectives of the study are:

- To explore the decision making style (DMS) via neural decision network in a specific environment and the specific nature of job with their time constraint.
- To put forward a model for neuro-management of decision making, in which interaction between variables of neuro-management and decision processes, will be stated.

Hypothesis

- The decision making style may be similar for the employees engaged in both TCS and CTS group of IT sectors.
- The nature of job may affect the decision making style of the employees.
- The decision making process may be dependent on components of DMS.
- The neural mechanisms underlying the brain may contribute to the DMS.
- The Models on decision environment can contribute to the collection of information, alternatives, values and preferences available at the time of decision for the decision holder.
- Different components of DM are having differential relationships and interactions among themselves.

Methodology

Sample consisted of 290 employees from two different IT sectors TCS (n = 135) and CTS (n = 155) group

- Instrument used : 'Neuro Managerial Decision Making Questionnaire' by Misra (2015), containing 40 items, with five point scale, with scores, strongly disagree = 1 to strongly agree = 5 However, for the item numbers 4, 8, 11, 15 and 17 the Scoring pattern is just the reverse, i.e., '5' for Strongly disagree to '1' for Strongly agree.

Conclusions

By using descriptive and inferential analysis the following conclusions were made:

- Decisions are inevitable part of human activities.
- There is no significant statistical differences found with regard to decision making style of TCS and CTS group of employees. So the Null Hypothesis (Ho, i.e., that there may be difference between the TCS and CTS group of employees in DMS) will be rejected and H1- the alternate hypothesis should be accepted.

- Based on differential results and above said conclusion the following model (Misra, 2017) is advised to improve the process of decision making style in the corporate world (Figure 1).

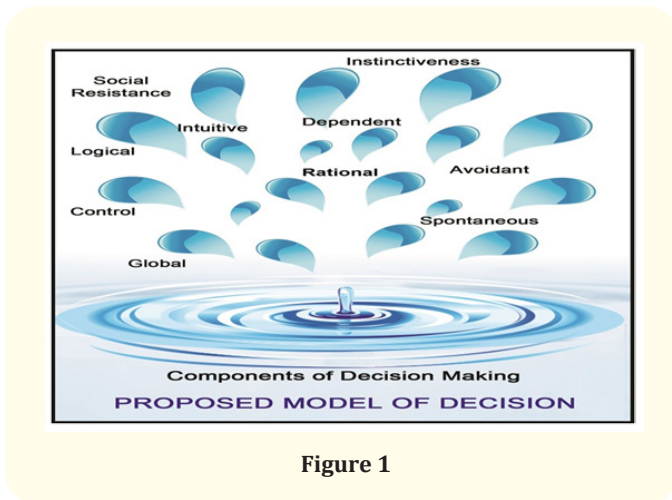


Figure 1

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