

Answer on Question #53202, Management / Other

Is there any link between perception and individual decision making? Explain.

Explanation:

Perception is a complex cognitive process, forming a picture of the world, which may differ significantly from reality. The solution is to better understand the specific situation. It should be considered the difference between sensation and perception. Sensations usually associated with the five physical senses: sight, hearing, touch, smell and taste. Perception is more complex and capacious process than the feeling.

Factors influencing the perception can be divided into the following:

- The sensing face;
- The ratio of the subject of perception;
- Motivation;
- Interests influencing perception;
- Expectations;
- Experience.

The process of perception forms the understanding of the situation of the individual behavior, so it is directly related to the study of organizational behavior.

Specifications subject observation affect the way it is perceived. Close objects communicate with each other. The image can be considered as a background figure anything but known pictures, where the background and the figure may be reversed. Items shown each other and communicate with each other.

- The novelty of movement;
- Sounds;
- Size;
- Background;
- Closeness.

Situation

- Time
- Working Position
- Attitudes

An objective assessment of the actions of others is a complex and time-consuming affair. There are methods for rapid assessment. However, it should be understood that these methods can lead to errors.

The way individuals make decisions in organizations and the quality of their final decision is largely determined by their perception. Decision-making takes place as a reaction to the problem. There are certain models of decision making. First, it will be considered the rational decision-making process.

Rational Decision-Making Model includes the following steps:

- Define the problem.
- Identify the decision criteria.
- Allocate weights to the criteria.
- Develop the alternatives.
- Evaluate the alternatives.
- Select the best alternative.

Assumptions of the Model:

- Complete knowledge of the situation;
- All relevant options are known in an unbiased manner;
- The decision-maker seeks the highest utility.

Creativity in Decision Making Helps people to:

- Better understand the problem;
- See problems others can't see;
- Identify all viable alternatives;
- Identify alternatives that aren't readily apparent.

Studies show that outstanding creative ability has about 1% of people, 10% have high and 60% quite creative.

In most cases, organizations, individuals make decisions to create simplified models that produce the main features of the problem, without considering it in all its complexity. Problems have different meanings to different people. What for one person's problem for another - an acceptable normal. Significant problems are often as attract more attention and are associated with a higher estimate of those who decide.

It should be borne in mind that problems can have a different meaning for the organization and for the individual to solve this problem. The problem that has personal meaning for the individual may be more important. At the individual level, when the perceiver sees its purpose in a particular contextual background, all this time, he or she summarizes the quick decision to target the physical appearance, age, sex, nationality and other senses,

absorbing powers. He does so by matching with his expectations, past experiences, interests, motives and relationships. Most of the information, therefore, is built incorrectly.

Also, the levels of decision-making should be distinguished within public departments, departments are being implemented. Business leaders determine what the organization's strategic goals, what products or services should be encouraged, how best to fund operations, or where to find a new plant. The middle and lower level managers determine production schedules, choosing new employees, and decide who wage increases should be allocated. Every decision requires the interpretation and evaluation of information.

It should be noted that, the implementation of the model of rational decision-making in practice, hardly feasible. This is due primarily to individual perception of the problem the person who makes the decision and this is followed by a number of factors that are not taken into account due to the individual characteristics and at an early stage any distortion in the task will be observed.

Based on the noted above information, it can be summarized the following, of course, there is a relationship between the perception and individual decision making. As an example, we can consider the reception of a new employee in the team when it passes the interview, it is assumed that a specific competitor was selected based on its professional features, but with a further interview with the immediate supervisor, who formed their perception of the employee, which is not based on his professional qualifications, the head decides to reject the candidature of the applicant.

Thus, in this case, the decision process is based on the perception by one person of the individual and cannot be considered as a model of rational decision making.