

# Core Elements of Behavioural Decision-Making

## Behavioural Intention

Readiness to perform a behavior.

## Social Norms

Perceived social pressure.

## Self-Efficacy

Belief in one's own ability.

## Behavioural Beliefs

Beliefs about outcomes.

## Normative Beliefs

Beliefs about others' expectations.

## Control Beliefs

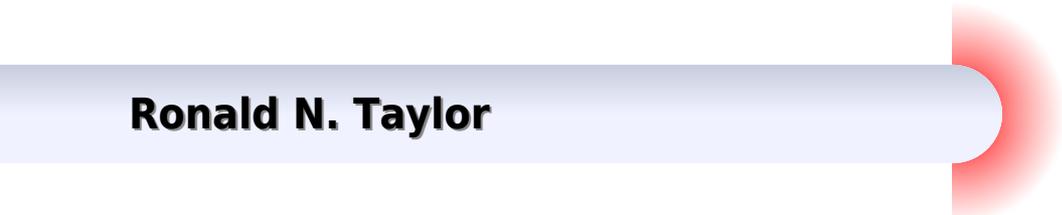
Beliefs about ease or obstacles.

## Theory of Reasoned Action

Behaviour = Intention + Attitudes + Norms.

# Behavioural Decision Making

**Ronald N. Taylor**



## **Behavioural Decision Making:**

*Behavioral Decision Making* George Wright, 2013-03-11

**Behavioral Decision Theory** Kazuhisa

Takemura, 2021-09-29 This book is the second edition of Behavioral Decision Theory published in 2014. The main approach and structure of this book have been retained in the new edition. However, this second edition provides a fresh overview of the idea of behavioral decision theory and related research findings such as theoretical and empirical discoveries of preference formation, time discounting, social interaction, and social decision making. The book covers a wide range from classical to relatively recent major studies concerning behavioral decision theory, which in brief is a general term for descriptive theories to explain the psychological knowledge related to people's decision-making behavior. It is called a theory but is actually a combination of various psychological theories for which no axiomatic systems such as those associated with the utility theory, widely used in economics, have been established. The utility theory is often limited to qualitative knowledge; however, as the studies of Nobel laureates H. A. Simon, D. Kahneman, and R. Thaler have suggested, the psychological methodology and knowledge of behavioral decision theory have been applied widely in such fields as economics, business administration, and engineering and are expected to become even more useful in the future. Research into people's decision making represents an important part in those fields, various aspects of which overlap with the scope of behavioral decision theory. This theory is closely related to behavioral economics and behavioral finance, which have come into greater use in recent years. This book will appeal especially to graduate students, advanced undergraduate students, and researchers who are interested in decision-making phenomena.

*Behavioral Decision Making* Ronald N. Taylor, 1984

Behavioural Decision Theory George

Wright, 1984

Straight Choices Ben R. Newell,

David A. Lagnado,

David R. Shanks,

2015-06-12 Should I have this medical

treatment or that one? Is this computer a better buy than that one? Should I invest in shares or keep my money under the bed? We all face a perplexing array of decisions every day. Thoroughly revised and updated throughout, the new edition of *Straight Choices* provides an integrative account of the psychology of decision making and shows how psychological research can help us understand our uncertain world. *Straight Choices* emphasises the relationship between learning and decision making, arguing that the best way to understand how and why decisions are made is in the context of the learning and knowledge acquisition which precedes them and the feedback which follows. The mechanisms of learning and the structure of environments in which decisions are made are carefully examined to explore their impact on our choices. The authors then consider whether we are all constrained to fall prey to cognitive biases or whether, with sufficient exposure, we can find optimal decision strategies and improve our decision making. Featuring three completely new chapters, this edition also contains student-friendly overviews and recommended readings in each chapter. It will be of interest to students and researchers in cognitive psychology, behavioral economics, and the decision sciences, as well as anyone interested in the nature of decision making.

**Organisational Behaviour** Jack Maxwell Wood,

Retha Wiesner,

Rachel R. Morrison,

Aharon

Factor, Tui McKeown, 2024-10-28 The sixth Australasian edition of *Organisational Behaviour Core Concepts and Applications* stands as an exemplary resource tailored for one semester courses in Organisational Behaviour. With a deliberate focus on succinctness, relevance, and visual presentation, its fourteen chapters are meticulously crafted to captivate rather than inundate students. Throughout the text, a plethora of case studies and real-world instances delve into how organisations across the Australian, New Zealand, and Asian regions navigate pressing contemporary business concerns. These include the imperative of sustainable business practices, grappling with environmental impact and climate change, mitigating the gender pay gap, addressing employee stress, fostering resilience and work-life balance, adapting to the dynamics of millennials and an ageing workforce, enhancing employee retention strategies, and navigating the complexities of globalisation and outsourcing. Additionally, topics such as fostering diversity in the workplace, responding to workforce transformations precipitated by the COVID-19 pandemic, managing remote teams effectively, honing crisis management skills, and harnessing the potential of emerging technologies, particularly the ascendancy of generative artificial intelligence (AI) tools, are comprehensively explored. This latest edition amplifies its focus on sustainability, entrepreneurial and adaptive leadership, and the pivotal role of technology in catalysing digital transformation within organisational contexts. Complemented by the latest research in the field, this text provides a thorough analysis of contemporary organisational behaviour.

**Behavioural Decision Making**

Panch Ramalingam, 2001 **Behaviour and Rationality in Corporate Governance** Oliver Marnet, 2008-03-19 Corporate scandals due to bad accounting happen far too frequently for a system of corporate governance to be deemed effective. This book tells why the safeguards designed to prevent bad accounting so often fail. By studying why the auditors and members of a board of directors regularly fail to deliver the truth about a company's financials.

*The Psychology of Behaviour at Work*

Adrian Furnham, 2005 This authoritative introduction to organizational psychology and organizational behaviour builds on the foundations of the highly successful first edition. Complete with thoroughly updated explanations of key topics, helpful examples, and end-of-chapter summaries, *The Psychology of Behaviour at Work* provides a critical yet highly accessible overview. Explanations of key research studies alongside examples of human resources applications and an analysis of cross-cultural issues lead the reader through theoretical complexities to practical applications. An essential text for psychology students on work and organizational behaviour courses, *The Psychology of Behaviour at Work* will also be a valuable resource for students in related disciplines and for human resource managers eager to expand their knowledge of this important field.

BOOK JACKET **Philosophical Problems of Behavioural Economics** Stefan Heidl, 2016-05-05 The goal of behavioural economics is to improve the explanatory and predictive power of economics. This can be achieved by using theoretical and methodological resources of psychology. Its fundamental idea is that the relationship between psychology and economics cannot be subsumed under standard philosophical accounts of intertheoretical relations. *Philosophical Problems of Behavioural Economics* argues that behavioural economics is best understood as an attempt to deidealize economic theory.

guided by psychological research Behavioural economics deconstructs the model of decision making by adding different elements Based on this understanding behavioural economics has a number of tasks first it has to identify which economic theory needs to be challenged second it aims to identify factors which need to be modelled within economic theories of choice and modify the theory accordingly and finally it has to create models that explain economic phenomena based on the new theory This book analyses the different stages of this deconstruction process and shows how the scientific disciplines of economics and psychology are connected by it This volume develops a new account of intertheoretical relations based on the idea of deidealization and thus contributes to debates within the philosophy of social science It is suitable for those who are interested in or study economic theory and philosophy economic psychology and philosophy of social science

**Contemporary Organizational Behavior** Kimberly D. Elsbach, Anna Kayes, D. Christopher Kayes, 2026-03-09 This textbook equips students with the latest research on analyzing and improving individual and organizational performance Each chapter starts with key terms then contains a short engaging summary of the central concepts a spotlight on research to encourage practical application of academic research one authoritative reading from topic experts a real world case study from a contemporary organization and experiential exercises that bring topic concepts to life Each section contains an extended case study that integrates concepts across multiple chapters This new edition offers an updated format and integrates the foundations of organizational behavior as well as the latest thinking on topics set in a contemporary context such as virtual work and working in the gig economy Throughout the book the authors address how AI is reshaping workplace dynamics Whether undergraduates or graduate students this text helps learners experience life in contemporary organizations It is designed with learning in mind as each chapter engages the learning cycle experiencing through exercises reflecting on personal experience drawing on theory and applying through case studies Behavioral Decision Theory George Wright, 1984 Religion and Consumer Behaviour in Developing Nations Ayantunji Gbadamosi, Ayodele C. Oniku, 2021-01-29 Examining how religion influences the dynamics of consumption in developing nations this book illuminates the strategic placement of these nations on the global marketing stage both in terms of their current economic outlook and potential for growth Perspectives of Behavioral Decision Making, 1996 Escaping from Bad Decisions Kazuhisa Takemura, 2021-07-27 Escaping from Bad Decisions presents a modern conceptual and mathematical framework of the decision making process By interpreting ordinal utility theory as normative analysis examined in view of rationality it shows how decision making under certainty risk and uncertainty can be better understood It provides a critical examination of psychological models in multi attribute decision making and evaluates the constitutive elements of good and bad decisions Multi attribute decision making is analysed descriptively based on the psychological model of decision making and computer simulations of decision strategies Finally prescriptive examinations of multi attribute decision making are performed supporting the argument that decision making from a pluralistic perspective creates results that can help escape from bad

decisions This book will be of particular interest to graduate students and early career researchers in economics decision theory behavioral economics experimental economics psychology cognitive sciences and decision neurosciences Provides a comprehensive background to the phenomena of bad decisions considered in their economic psychological and cognitive aspects Reinterprets existing theories and phenomena and proposes a new overview of decision behaviors by integrating mathematical and psychological perspectives Adapts model based techniques such as mathematical model based functional magnetic resonance imaging fMRI using mathematical models of the decision process Behavioral Economics Floris Heukelom,2014-02-17 The book discusses the theories theorists and contexts from which behavioral economics arose and shows how this new field in economics subsequently developed The central theme running through the book is that behavioral economics reflects and contributes to a fundamental reorientation of the foundations upon which economics was based for nearly two hundred years **Behavioral Decision Theory** E. C. Poulton,1994-09-30 The book describes the errors that people commonly make in dealing with probabilities They include both the errors that are now well recognised like overconfidence and the errors that investigators may themselves introduce without realising it **The Psychology of Decision Making** Lee R. Beach,Terry Connolly,2005-01-12 Beach looks at how individuals make decisions both privately and in the context of the organisation analysing the interplay of group and institutional dynamics and their effects upon the decisions made within and on behalf of organisations *Moral Issues in Military Decision Making* Anthony E. Hartle,2004 Much has changed in warfare in recent years with America now dominant on the international scene and terrorism the new enemy In light of these changes the need for moral grounding in military actions is a more pressing concern than ever When it was originally published *Moral Issues in Military Decision Making* reflected the concerns posed by nuclear stalemate and the lessons of Vietnam In that highly praised work Anthony Hartle outlined the essential elements of the Professional Military Ethic created for American military forces In this new edition he reexamines the moral foundations for America s military leadership in the post 9 11 era Considering world affairs since the first edition the Gulf War Bosnia Afghanistan Iraq 9 11 and the emergence of the United States as an unrivaled military power Hartle explains how these events have raised ethical issues that differ dramatically from those of the Cold War by the war on terrorism homeland defense asymmetric warfare the proliferation of American military interventions and the UN s role in peacekeeping operations Using meticulously analyzed case studies twice as many as in the first edition he considers such moral dilemmas as torture challenging superior officers use of overwhelming force and responding to fire in the presence of civilian shields In this revision Hartle examines further the status of professional military ethics in light of current affairs changes in the articulation of military values and recent research In a new chapter on human rights he relates moral principles directly to values embedded in the Constitution and argues that overwhelming American military power cannot succeed unless it is accompanied by the moral force of the values it seeks to protect difficulties of applying conventional laws of war and human rights doctrine in military operations Hartle

convincingly shows that national security is as much about the preservation of moral principles as it is about the protection of America's citizens and borders. His book demonstrates that the American military must continue to observe those principles in order to be effective in its primary mission.

**Behavioural Decision Making and Suggestional Processes** Günter Molz, 2001

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