

Decision Making Style and its Neuro-Scientific Approach

Santa Misra*

Associate Prof in Psychology, SSS College for Women, Rama Devi Women University, India

***Corresponding Author:** Dr. Santa Misra, Associate Prof in Psychology, SSS College for Women, BBSR, Rama Devi Women University, Bhubaneswar, Odisha, India.

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Neuro-scientific research has now crowned the modern research era throughout the globe. This synopsis is an attempt to focus on Cognitive Neuro science, of which Decision Making Style (DMS) is chosen as one of the important aspect of it that affect our behavioural manifestation. Almost all activities, achievements, objectives, success and failure of our life is dependent on our decision making process. The multiple system of decision making lead to have a look to the reasons about why people differ in their decision making style. It leads to analyze Identification of core trade-offs imposed by a single-system solution to cognitive problems that are solved by multiple neural systems of Orbito Frontal Cortex, Anterior Cingulate Cortex, Amygdala, & other complex neural-systems. Based on these idea neuro management techniques of decision making can be fostered in each behavioural output.

Generally behavioral neuroscience and Neuro-Psychological perspective of behavior are used interchangeably by the researchers. Especially in the analysis of personality (as an important aspect of behaviour) and its traits, several questions arise about its constituents of components and their effects on human behaviour. Behavioral neuroscience (also known as biological psychology, physiological psychology, biopsychology, or psychobiology) is the application of the principles of biology (viz., neurobiology) to the study of genetic, physiological, and developmental mechanisms of behavior in humans and non-human animals (Society for Neuroscience). And in the analysis of these behavioural potentialities, different traits and components of personality have been giving priorities among the researchers and social scientists.

Neuro - management decision-making can be regarded as a mental process (cognitive functioning) resulting in selection of a course of action among several alternative scenarios.

In this context, questions that need to be answered include: Why the decision making process differs? What is the neuro scientific analysis behind it? What makes the organism to choose a particular response not the others? How to choose in tough situations where stakes are high, and there are multiple conflicting objectives? How should we plan? How can we deal with risks and uncertainties involved in a decision? How can we create options that are better than the ones originally available? How can we become better decision makers? What resources will be invested in decision - making? What are the potential responses to a particular problem or opportunity? Who will make this decision? Every prospective action has strengths and weaknesses: how should they be evaluated? How will they decide? Which of the things that could happen would happen? The decision has been made. How can we ensure it will be carried out? Unfortunately, these are the questions Neuro-psychologists suspect which are most crucial for understanding complex human behaviors.

Probable contributions to the existing knowledge

During last forty years there have been widespread applications of the theories and models, that were emerged, in management, operations research, action research and statistics, on decision making in general and the role of neuro-management on it in particular. Expanded research on expert systems will require extensive empirical study of expert behavior and will provide a setting for basic research on how ill-structured problems can be solved. Decision making in organizational settings, which is much less well understood than individual decision making and problem solving, can be studied with great profit using already established methods of inquiry, especially

through intensive long-range studies within individual organizations. The resolution of conflicts on values (individual and group) and of inconsistencies in belief will continue to be highly productive directions of inquiry, addressed to issues of great importance to society. The present attempt would (perhaps) contribute towards existing scholarship, in the following mode;

- Provide a conceptual framework for understanding and conducting neuro-management research at intersection of neuroscience and management of behaviour;
- Offer a solution through an additional set of data obtained via a series of measurements of brain activity at the time of decisions,
- Describe a standard model for decision making process with the intention of linking and spanning neurobiological, psychological and management levels of analysis,
- Attempt to build brain-based models capable of predicting observed behaviour;
- Thus Objective is to put forward a model for neuro - management decision, in which interaction between variables of neuro - management decision processes can be coordinated. The precise objectives are to;
- Analyse the Computational and Neurobiological basis of value-based decision-making, using tools from experimental management and cognitive neuroscience.
- Understand tools and mechanisms of decision-making using functional neuro-imaging methodologies.
- Characterize how brain computes decisions.
- Develop computational models underlying how we make decisions and choices via neural decision network.
- Integrate interdisciplinary research towards contributing to decision neuro-science.

In view of these above described facts attempts have been made by the author based on the post-doctoral research work on “Explorations in Decision Making Via Neuro-management” followed by some publications on the issue, like;

- Cognitive ‘paths’ in techno – managerial continuum (some HR perspectives)
- Neuro - Absence Decision Computational Model
- Hepatotoxic effect of Silver Nano particle on Swiss Albino mice and their fetus.
- A Neuro- scientific Analysis of Decision Making Style among potential executives of corporate world
- Neuro-psychological explorations of ‘neuroticism’ as a personality trait: effects of gender and age.

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