

The role of organizational values in reconciling rationality and emotion in decision-making Comparative field study in Syrian public and private organizations

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Abstract

Working towards achieving the objectives of the organization requires a close link between the decision maker, organizational values, and staff. Values are a key factor in prioritizing decision makers from problem definition to implementation.

In order for the decision-making approach to be logical, rationality must include emotion, and values must be balanced with other dimensions of rationality as the consistency and sound foundations of beliefs.

Research focuses on the need for values as a basis for judgment, and argues that judgment requires emotion as rational.

The research was applied to a sample of decision-makers in some public and private organizations in Damascus, with the aim of showing the differences between the organizational values in their influence on the decision-making style (rational and emotional) in the organizations.

The most important results of the research , the existence of a

For the Paper in Arabic Language See the Pages (313-345)

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relationship between the organizational values of the decision-maker and the style of rational and emotional decision-making.

And the existence of differences between organizations in the style of emotional decision-making, and the absence of differences between organizations in the style of rational decision-making.

One of the most important recommendations of this research is that decision-makers must realize that in order to develop their organizations and maintain their prosperity and sustained high performance, staff must be empowered to share organizational values.

Keywords: organizational values, rationality, emotion, decision making