

**Efficiency and effectiveness of decision between  
the likelihood of the use of personal and  
rational mode of the decision maker  
(A field study comparison between the Ministry of  
Higher Education and the Ministry of Education)**

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**Abstract**

Despite the technological developments that helped the decision-making process, the decision maker remains its cornerstone. The decision-maker is a human being who has feelings, affects and gets affected by the prevailing circumstances that, in turn, affect the efficiency and effectiveness of decision-making. This research studies the impact of personality that finger-prints the decision-making process. The research looks for ways of improving the efficiency and effectiveness of decision-making by the integration of the two components; personality and rationality. This will be through following methods that enable getting the maximum amount of information about the discussed problem, filter and summarize these information in order to present accurate information that directly or indirectly lead to solve this problem. This doesn't happen through solely depending on the decision-maker's previous experience and expertise, but it is complimented by the efforts of the specialists in this field. . The research found the use of logic in rational decision-making in the Ministry of Higher Education, and the use of emotional logic in the decision-making in the Ministry of Education with a relationship between the efficiency of the use pattern both emotional and rational decision-making.

**Keywords:** Decision efficiency, Decision effective, The personal mode and rational mode of decision maker.

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