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In this paper, reviews of products are incorporated into the decision-making process in order to select the best product for a recommendation. The top five different brands of smartphones are considered for a case study.

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A parallel body of research within international marketing decision-making addresses the process of how decisions are made to derive optimal and/or satisficing performance outcomes (e.g., emergent versus deliberate international strategies, cognitive micro-foundations, use of heuristics).

Decision-Making in International Marketing | Emerald ...

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Decision making is a process of making a choice from a number of alternatives to achieve a desired result (Eisenfuhr, 2011). "It is important to note that decision-making is primarily a cognitive process that combines the mental process of perception, action, and coming to closure on stimuli.

The Impact of Decision Making Styles on Organizational

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Medical Decision Making: SAGE Journals

(2009). Enhancing Aeronautical Decision Making through Case-Based Reflection. The International Journal of Aviation Psychology: Vol. 20, No. 1, pp. 48-58.

Enhancing Aeronautical Decision Making through Case-Based ...

This journal draws special attention to experimentation in decision-making and its links to the cognitive sciences. It also addresses applications to various problems in management and organizational science, economics and finance, and computer-supported decision schemes.

Theory and Decision | Home

Journal of Behavioral Decision Making. Edited By: George Wright. Impact factor: 1.715. 2019 Journal Citation Reports (Clarivate Analytics): 51/84 (Psychology, Applied) ... Verbal aptitude hurts children's economic decision-making accuracy. Sabrina Bruyneel; Laurens Cherchye; Sam Cosaert; Bram De Rock; Siegfried Dewitte; First Published: 17 ...

Journal of Behavioral Decision Making - Wiley Online Library

Since environmental factors have influenced Generation Y shoppers (those born after 1977) to make them different from older groups, this study examines the decision making of Adult Female Generation Y consumers using Sproles and Kendall's (1986) Consumer Styles Inventory (CSI). The study uses the CSI as a basis for segmenting Generation Y consumers in to five

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