

INTUITION, A BEDROCK EPITHET TO DECISION MAKING

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ABSTRACT

Human history is conceived of ample evidence over intuition-based decisions, procured through memory processing of data, assembled via human senses without any notable use of so called Management Information Systems (MIS). Computers have the history, but not longer than that of humans and thus decision making. The sole factor which characterizes post computer decision making, is the heuristic/ cognitive attitude and not the data based management. This paper accentuates on the thesis that despite primary role of intuition, verified by a comprehensive analysis and documentation by the managerial experts, the practitioners (Deciders) thereof, have surprisingly overlooked it from being diagnosed and infused in decision making, thereby elevating it to the level of extra-careful treatment from the decision makers. To speak the truth, intuitive lubrication of decision making extends to the last spell of dealing with a typical decision situation. We must weigh it ad valorem.

"Intuition is an indispensable asset indecision-making." Intuition has survived as *one-of-its-kind* aspect of decision making through out the history and still exists with improved potentials. Intuition implies the tendency of decision makers to decline from the trends as concluded by the information systems and heavily depend upon personal experiences and intellectual capabilities. "Intuitive/heuristic decision makers tend to learn from experience. They use common sense and intuition to approach decision making in what can be described as a trial-and-error mode." Intuitive power stems from the psychological processes, verily termed as Creativity, Cognition, Reflective thinking, heuristic attitude, trial-and-error tendency, deciding on hunches, etc. The decision

¹ George R. Terry, Ph.D. Principles of Management, Richard D. Irwin, Inc., USA - 1977, p.130.

² James C. Wetherbe, Systems Analysis and Design, West Publishing Company St. Paul, Minnesota, USA - 1990, p.42.