

Decision Making - A guide to the Literature

Behavioral decision research addresses how people make judgments, and choose. As a field of study, behavioral decision research is interdisciplinary, borrowing concepts and tools quite widely. This is because decision making is something that is studied in many disciplines, including business and management, but also: economics, medicine, political science, philosophy, psychology, statistics and many others. Behavioral decision theorists would claim they try to formulate models of human behavior that are closer to actual decision behavior than existing normative models. Rather than trying to say how people should choose, they focus on trying to explain choice in naturalistic settings – real world decision scenarios. Since there is a large body of literature on decision making, the list below organizes some of the literature into different themes: basic theory, context, decision criteria, emotions, expertise, interpretation and influence, image theory (the leading naturalistic theory of decision making), motivation, risk and uncertainty, strategy and spending, time.

Basic Theory

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