

Psychology of Decision Making

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Abstract: *Decision making is a fundamental aspect of human life, influencing the choices we make on a daily basis. Whether it's choosing what to wear in the morning, deciding where to go for lunch, or making significant life- altering decisions, the process of decision making is integral to our existence. At its core, decision making involves selecting a course of action from various alternatives. This process is not only pervasive in everyday life but also crucial for personal development, societal functioning, and organizational success.*

Keywords: Decision making