

The role of perception in decision making of the directing

Oscar Diego Salgado Guzmán¹

Abstract:

The decision making is important for the everyday task of top managers. On the decision making the perception is involved and this is an element molded by the following aspects: the experience, the intuition, the selective perception, the thinking, the mental filters, the beliefs, the expectations and the needs, among others. On the other hand, the strategy is the path chosen to make possible certain actions, in the searching of organizational goals. From this theoretical perspective, this article analyses the mechanism of decision making in the particular case of a public transportation company in Mexico City.

Key Words: *Decision making, Perception, Strategy, Directing*

¹ E-mail: od.salgado@hotmail.com
