Cultural Factors in Systems Design: Decision Making and Action (Industrial and Systems Engineering Series)

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Cultural factors, in both the narrow sense of different national, racial, and ethnic groups, and in the broader sense of different groups of any type, play major roles in individual and group decisions. Written by an international, interdisciplinary group of experts, **Cultural Factors in Systems Design: Decision Making and Action** explores innovations in the understanding of how cultural differences influence decision making and action. Reflecting the diverse interests and viewpoints that characterize the current state of decision making and cultural research, the chapter authors represent a variety of disciplines and specialize in areas ranging from basic decision processes of individuals, to decisions made in teams and large organizations, to cultural influences on behavior.

Balancing theoretical and practical perspectives, the book explores why the best laid plans go awry, examining conditions that can yield unanticipated behaviors from complex, adaptive sociotechnical systems. It highlights the different ways in which East Asians and Westerners make decisions and explores how to model and investigate cultural influences in interpersonal interactions, social judgment, and decision making. The book also reviews decision field theory and examines its implications for cross cultural decision making.

With increasing globalization of organizations and interactions among people from various cultures, a better understanding of how cultural factors influence decision making and action is a necessity. Much is known about decision processes, culture and cognition, design of products and interfaces for human interaction with machines and organizational processes, however this knowledge is dispersed across several disciplines and research areas. Presenting a range of current research and new ideas, this volume brings together previously scattered research and explores how to apply it when designing systems that will be used by individuals of varied backgrounds.

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