



[Summary]

Perception and Decision Making Part-1

Subject:	Business Economics
Course:	B.A., 4 th Semester, Undergraduate
Paper No. & Title:	Paper – 402 Organizational Behaviour
Unit No. & Title:	Unit - 2 Individual Behaviour
Lecture No. & Title:	Lecture – 5 Perception and Decision Making Part-1

Summary

Perception is a frequently mentioned and widely discussed topic. It is relevant for managers and organizations because it affects important outcomes such as whether employees support change in the organization, the extent to which they support it, employee attitude towards their work and their organization, employee motivation and commitment at work, quality of interpersonal relationships at work, decision making, organizational performance, competitiveness and the organization's ability to attract and retain employees. Three elements shape perception: the perceiver, the target or the perceived and the situation or context within which the perception occurs. There are attributes of each of these elements that shape the perception by interacting among themselves.