

EFFECT OF DECISION MAKING STYLE ON CREATIVE DISPOSITION IN I.T. FIRMS OF KARACHI

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



SPRING, 2017

Bahria University Karachi Campus



MBA Thesis
2nd Half-semester Progress Report & Approval Statement

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Supervisor-Student Meeting Record

S. No	Date	Place of Meeting	Topic Discussed	Signature of Student
5	4/6/17	BUKC	Research method, sampling technique	<i>Ismat</i>
6	11/6/17	BUKC	Questionnaire, Data collection	<i>Ismat</i>
7	9/7/17	BUKC	SPSS, Findings, Interpretation	<i>Ismat</i>

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at **12%** that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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Table of Contents

2nd Half-semester Progress Report & Approval Statement	ii
Declaration of Authentication.....	iii
Acknowledgement	iv
List of Tables and Matrices.....	viii
List of Figures	ix
List of Abbreviations	x
Plagiarism Report.....	xi
Abstract	xii
Chapter 1	1
INTRODUCTION AND BACKGROUND	1
1.1 Background of Study.....	1
1.2 Research Context of Study.....	3
1.3 Problem Statement	4
1.4 Objective of the Research	5
1.5 Research Questions	5
1.6 Introduction to the Sector.....	5
1.7 Significance of the Research.....	6
1.8 Thesis Time Horizon.....	7
1.9 Thesis Time Scale	7
1.10 Research Ethics	7
1.11 Research Limitations.....	8
1.12 Prospect for Future Research	8
1.13 Organization of Research.....	9
Chapter 2.....	10
LITERATURE REVIEW	10
2.1 Bounded Rationality Model	10
2.2 Incremental View	10
2.3 Organizational Procedure View	11
2.4 Garbage Can Model	11
2.5 Individual Difference Perspective.....	12
2.6 Naturalistic Decision-Making Perspective.....	12
2.7 Multiple Perspectives Approach	13
2.8 Effect of Speed on Decision Making	13
2.9 Decision Making Style and Creative Disposition	14
2.10 Logic Based Decision Making Style.....	15

2.11	Fact Based Decision Making Style	16
2.12	Personal Experience Based Decision Making Style	16
2.13	Conceptual Framework	17
2.14	Variables.....	18
2.14.1	Independent Variable.....	19
2.14.2	Dependent Variable	19
2.15	Research Hypotheses.....	19
Chapter 3		21
RESEARCH METHOD		21
3.1	Research Philosophy	21
3.1.1	Objectivism.....	21
3.1.2	Deductive Reasoning	21
3.1.3	Survey	22
3.1.4	Mono Method Study	22
3.1.5	Cross Sectional Study	22
3.1.6	Statistical Analysis of Data.....	22
3.2	Research Approach	22
3.3	Nature of the Study	23
3.4	Type of the Study	23
3.5	Targeted Population	23
3.6	Sampling Technique.....	24
3.7	Sample Size.....	24
3.8	Data Collection Process	24
3.9	Data Collection Instrument	24
3.10	Research Model.....	25
3.11	Statistical Technique	25
Chapter 4.....		26
DATA INTEGRATION AND ANALYSIS.....		26
4.1	Reliability Test – Cronbach’s Alpha.....	26
4.2	Regression Model.....	28
4.3	Hypotheses Assessment Summary.....	30
Chapter 5.....		32
DISCUSSION.....		32
5.1	Logic based Decision Making Style and Creative Disposition.....	32
5.2	Facts based Decision Making Style and Creative Disposition.....	33

5.3 Personal Experience based Decision Making Style and Creative Disposition ...33

Chapter 6.....35

CONCLUSION AND RECOMMENDATION.....35

6.1 Conclusion.....35

6.2 Policy Recommendations.....36

6.3 Suggestions for Future Research.....36

References.....37

Appendix.....39

Questionnaire39

Abstract

Purpose- This research study is performed with an aim to determine the scope of decision making style in IT firms operating in Karachi. It focuses on exploring different components of decision making style. It also investigates the concept of creative disposition and determines the correlation of different components of decision making style to creative disposition of employees in IT firms. It identifies necessary changes in decision making style to increase its impact on creative disposition in IT firms of Karachi.

Research Methodology- In this research study explanatory approach has been followed to determine the impact of logic, facts and personal experiences in decision making style on creative disposition in IT firms. It is followed by primary research method. Quantitative approach has been used to perform the analysis. Targeted population of current study comprises of employees working in major IT firms operating in the city of Karachi. The sampling technique is non-probability convenience sampling. In this research study a sample size of 384 has been selected. Survey technique has been adopted for data collection process. Questionnaire has been used as data collection instrument for the purpose of data collection from the targeted population. Multivariate regression technique has been used as the statistical technique for this study.

Findings of the Research- The results of the study revealed that there is a significant role of logic based decision making style, facts based decision making style and personal experience based decision making style to determine the creative disposition among employees in IT firms of Karachi. Logic based decision making style, facts based decision making style and personal experience based decision making style determine positive creative disposition and has found to be having a significant impact on it.

Practical Implications- This study successfully explained importance of decision making style in developing creative disposition in IT industry of Karachi.

Keywords: Logic based decision making Style, Facts based decision making Style, Personal experience based decision making Style, Creative Disposition.