

ZİHNİN BÜYÜLÜ REHBERİ

**KARAR HEURİSTİKLERİNİN GÜCÜ
(KARAR VE HEURİSTİK)**

Prof. Dr. Yener ÖZEN



© Copyright 2024

Bu kitabın, basım, yayın ve satış hakları Akademisyen Kitabevi A.Ş.'ye aittir. Anılan kuruluşun izni alınmadan kitabın tümü ya da bölümleri mekanik, elektronik, fotokopi, manyetik kağıt ve/veya başka yöntemlerle çoğaltılamaz, basılamaz, dağıtılamaz. Tablo, şekil ve grafikler izin alınmadan, ticari amaçlı kullanılamaz. Bu kitap T.C. Kültür Bakanlığı bandrolü ile satılmaktadır.

ISBN 978-625-399-914-8	Sayfa ve Kapak Tasarımı Akademisyen Dizgi Ünitesi
Kitap Adı Karar Heuristiklerinin Gücü (Karar ve Heuristik)	Yayıncı Sertifika No 47518
Yazar Yener ÖZEN ORCID iD: 0000-0003-1147-0246	Baskı ve Cilt Vadi Matbaacılık
Yayın Koordinatörü Yasin DİLMEN	Bisac Code PSY020000
	DOI 10.37609/akya.2578

Kütüphane Kimlik Kartı

Özen, Yener.

Karar Heuristiklerinin Gücü (Karar ve Heuristik) / Yener Özen.

Ankara : Akademisyen Yayınevi Kitabevi, 2024.

254 s. ; 135x210 mm.

Kaynakça ve Ekler var.

ISBN 9786253999148

GENEL DAĞITIM

Akademisyen Kitabevi A.Ş.

Halk Sokak 5/A

Yenişehir / Ankara

Tel: 0312 431 16 33

siparis@akademisyen.com

www.akademisyen.com

İÇİNDEKİLER

1. GİRİŞ	1
Karar Verme Süreci.....	2
Heuristiklerin Tanımı	40
Karar Heuristiklerinin Önemi.....	42
2. KARAR HEURİSTİKLERİNİN TEORİK TEMELLERİ	49
Klasik Karar Teorileri.....	49
Heuristiklerin Psikolojik Temelleri.....	58
Bilişsel Yük ve Karar Verme	64
3. KARAR HEURİSTİKLERİNİN TÜRLERİ	87
Temsili Heuristik.....	87
Elde Bulunabilirlik Heuristiği	89
Çapa ve Uyarlama Heuristiği	91
Tanıdık Heuristiği.....	94
Tak-Çalıştır Heuristikleri	96
4. HEURİSTİKLERİN AVANTAJLARI VE DEZAVANTAJLARI	109
Hızlı ve Verimli Karar Verme	109
Bilişsel Yükü Azaltma	125
Hatalı Kararlar ve Önyargılar.....	134
Durumsal Uygunluk.....	144
5. KARAR HEURİSTİKLERİNİN UYGULAMA ALANLARI	147
Günlük Hayat	147
İş ve Yönetim	158
Tıp ve Sağlık Kararları	161
Finansal Kararlar.....	164
Eğitim ve Öğrenme.....	166

6. HEURİSTİKLERİN ETKİLERİNİ AZALTMA YÖNTEMLERİ.....	171
Bilgilendirme ve Eğitimin Rolü	171
Eleştirel Düşünme Teknikleri	174
Alternatif Karar Verme Stratejileri	176
Bilişsel Önyargıların Farkındalığı	179
7. KÜLTÜREL VE SOSYAL FAKTÖRLER.....	183
Kültürler Arası Farklılıklar	183
Sosyal Normlar ve Karar Heuristikleri	187
Grup Karar Verme ve Heuristikler	190
Toplumsal Cinsiyet ve Heuristikler	193
8. HEURİSTİKLERİN ARAŞTIRILMASI VE ÖLÇÜLMESİ.....	199
DeneySEL Yöntemler	199
Anket ve Görüşmeler	202
Davranışsal Ekonomi Yaklaşımları	206
Veri Analizi Teknikleri	209
9. HEURİSTİKLERİN GELECEĞİ.....	213
Yapay Zekâ ve Makine Öğreniminde Heuristikler	213
Dijital Dünyada Karar Verme	216
Gelecekteki Araştırma Alanları	219
10. SONUÇ	223
Genel Bir Değerlendirme.....	223
Karar Heuristiklerinin Gelecekteki Önemi	225
EKLER.....	227
Heuristiklerle İlgili Kaynaklar ve Okuma Önerileri	227
KAYNAKLAR	230

KAYNAKLAR

- Ahmad, M., ve Shah, S. (2020). Overconfidence heuristic-driven bias in investment decision-making and performance: Mediating effects of risk perception and moderating effects of financial literacy. *Journal of Economic and Administrative Sciences*.
- Akyurt, İ. (1988). Iğdır Ovası Karasu Çayında Yaşayan Yayın Balıklarının Biyo-Ekolojisi Ve Ekonomik Değer Taşıyan Bazı Verimleri Üzerine Bir Araştırma.
- Alavi, M., ve Leidner, D. E. (2001). *Knowledge management and knowledge management systems: Conceptual foundations and research issues*. *MIS Quarterly*, 25(1), 107-136.
- Allen, D. (2001). *Getting Things Done: The Art of Stress-Free Productivity*. Penguin Books.
- Allison, G. T., ve Zelikow, P. (1999). *Essence of Decision: Explaining the Cuban Missile Crisis*. Addison-Wesley Longman.
- Argyris, C., ve Schön, D. A. (1978). *Organizational learning: A theory of action perspective*. Addison-Wesley.
- Aribaş, B. K. (2009). Karaciğer Kist Hidatiklerinin Tanısında Ultrasonografinin Yeri Ve Önemi.
- Ariely, D. (2008). *Predictably irrational: The hidden forces that shape our decisions*. HarperCollins.
- Ariely, D., ve Loewenstein, G. (2006). *Behavioral economics of psychology: The impact of heuristics and biases on financial decisions*. *American Economic Review*, 96(2), 37-42.
- Astebro T, Elhedhli S. (2006). The Effectiveness Of Simple Decision Heuristics: Forecasting Commercial Success For Early-Stage Ventures. *Manage. Sci.* 52:395-409
- Aumann, R. J. (1976). *Agreeing to Disagree*. *Annals of Statistics*, 4(6), 1236-1239.
- Backlund LG, Bring J, Skaner Y, Strender L-E, Montgomery H. (2009). Improving Fast And Frugal İn Relation To Regression Analysis: Test Of 3 Models For Medical Decision Making. *Med. Decis. Making* 29:140-48
- Baker, T., ve Nelson, R. E. (2005). *Creating something from nothing: Resource construction through entrepreneurial bricolage*. *Administrative Science Quarterly*, 50(3), 329-366.
- Barber, B. M., ve Odean, T. (2001). The behavior of individual investors. *In Handbook of the Economics of Finance* (Vol. 1, pp. 153-202). Elsevier. [https://doi.org/10.1016/S1574-0102\(03\)01008-7](https://doi.org/10.1016/S1574-0102(03)01008-7)
- Barberis, N., ve Thaler, R. (2003). *A survey of behavioral finance*. *Handbook of the Economics of Finance*, 1(1), 1053-1128.
- Barrick, M. R., ve Mount, M. K. (1991). The Big Five personality dimensions and job performance: A meta-analysis. *Personnel Psychology*, 44(1), 1-26.
- Baucells M, Carrasco JA, Hogarth RM. 2008. Cumulative Dominance And Heu-

- ristic Performance İn Binary Multiattribute Choice. *Oper. Res.* 56:1289–1304
- Bazerman, M. H., ve Moore, D. A. (2008). *Judgment in Managerial Decision Making*. Wiley.
- Bazerman, M. H., ve Moore, D. A. (2013). *Judgment in managerial decision making* (8th ed.). Wiley.
- Bechara, A., Damasio, A. R., ve Damasio, H. (1999). *The Somatic Marker Hypothesis and the Possible Functions of the Prefrontal Cortex*. *Philosophical Transactions of the Royal Society B: Biological Sciences*, 354(1384), 1125–1136.
- Belbin, R. M. (2010). *Team roles at work*. Routledge.
- Belton, V., ve Stewart, T. J. (2002). *Multiple criteria decision analysis: An integrated approach*. Springer.
- Berg, J. E., Dickhaut, J. W., ve McCabe, K. A. (1995). *Trust, reciprocity, and social history*. *Games and Economic Behavior*, 10(1), 122-142. <https://doi.org/10.1006/game.1995.1027>
- Bergert FB, Nosofsky RM. 2007. A Response-Time Approach To Comparing Generalized Rational And Take-The- Best Models Of Decision Making. *J. Exp. Psychol.: Learn. Mem. Cogn.* 331:107–29
- Bergmann, T. J., ve Karapetrovic, S. (2003). *Implementing and managing quality*. McGraw-Hill.
- Bergstra, J., ve Bengio, Y. (2012). *Random search for hyper-parameter optimization*. *Journal of Machine Learning Research*, 13, 281-305.
- Bernoulli, D. (1738). *Specimen theoriae novae de mensura sortis*. *Commentarii Academiae Scientiarum Imperialis Petropolitanae*, 5, 175-192.
- Bertrand, M., ve Mullainathan, S. (2001). Do people mean what they say? Implications for subjective survey data. *American Economic Review*, 91(2), 67-72. <https://doi.org/10.1257/aer.91.2.67>
- Bishop, C. M. (2006). *Pattern recognition and machine learning*. Springer.
- Black, F., ve Scholes, M. (1973). *The pricing of options and corporate liabilities*. *Journal of Political Economy*, 81(3), 637-654.
- Blanton, H., Pelham, B., Dehart, T., ve Carvallo, M. (2001). Overconfidence as dissonance reduction. *Journal of Experimental Social Psychology*, 37(4), 373-385.
- Block, R., ve Harper, D. R. (1991). Overconfidence in estimation: Testing the anchoring-and-adjustment hypothesis. *Organizational Behavior and Human Decision Processes*, 49(2), 188-207.
- Blumenthal-Barby, J. (2016). Biases and heuristics in decision making and their impact on autonomy. *The American Journal of Bioethics*, 16(5), 15-17.
- Blumenthal-Barby, J., ve Krieger, H. (2015). Cognitive biases and heuristics in medical decision making. *Medical Decision Making*, 35(4), 539-557.
- Bodenhausen, G. V., ve Macrae, C. N. (1998). *Stereotypes and prejudice: Essential readings*. Psychology Press.

- Bompa, T. O., ve Haff, G. G. (2009). *Periodization: Theory and methodology of training*. Human Kinetics.
- Borg, G. A. V. (1998). *Borg's perceived exertion and pain scales*. Human Kinetics.
- Borkowski, J. G., ve Thorpe, P. G. (1994). *Metacognition and cognitive development: Implications for instruction*. Academic Press.
- Braun, V., ve Clarke, V. (2006). *Using thematic analysis in psychology*. *Qualitative Research in Psychology*, 3(2), 77-101. <https://doi.org/10.1191/1478088706qp063oa>
- Breiman, L. (2001). *Random forests*. *Machine Learning*, 45(1), 5-32.
- Brighton H, Gigerenzer G. 2011. How Heuristics Exploit Uncertainty. In *Ecological Rationality: Intelligence In The World*, Ed. PM Todd, G Gigerenzer, ABC Res. Group. New York: Oxford Univ. Press. In Press Dawes RM. 1979. The Robust Beauty Of Improper Linear Models In Decision Making. *Am. Psychol.* 34:571-82
- Brown, K. W. (2017). *Mindfulness: A practical guide to finding peace in a frantic world*. Piatkus.
- Brown, T. A. (2015). *Confirmatory factor analysis for applied research*. Guilford Publications.
- Brusilovsky, P., ve Millán, E. (2007). *User models for adaptive hypermedia and adaptive educational systems*. In J. M. Allister (Ed.), *The adaptive hypermedia and adaptive web-based systems* (pp. 3-31). Springer.
- Brynjolfsson, E., ve McElheran, K. (2016). *The Digitization of Business and the Role of Big Data*. *Journal of Economic Perspectives*, 30(2), 23-46.
- Burt, R. S. (1992). *Structural holes: The social structure of competition*. Harvard University Press.
- Busenitz, L. W., ve Barney, J. (1997). Differences between entrepreneurs and managers in large organizations: Biases and heuristics in strategic decision-making. *Journal of Business Venturing*, 12(1), 9-30.
- Cacioppo, J. T., ve Petty, R. E. (1982). The need for cognition. *Journal of Personality and Social Psychology*, 42(1), 116-131.
- Camerer, C. F., ve Malmendier, U. (2007). Behavioral economics of surveys: Evidence from the field and the lab. *Journal of Economic Perspectives*, 21(2), 21-43. <https://doi.org/10.1257/jep.21.2.21>
- Campbell, D. T., ve Stanley, J. C. (1966). *Experimental and quasi-experimental designs for research*. Rand McNally.
- Chen, H., Chiang, R. H. L., ve Storey, V. C. (2012). *Business intelligence and analytics: From big data to big impact*. *MIS Quarterly*, 36(4), 1165-1188. <https://doi.org/10.2307/41703503>
- Cheung, C. M. K., Lee, M. K. O., ve Rabjohn, N. (2009). The impact of electronic word-of-mouth: The adoption of social networking sites. *Internet Research*, 19(5), 501-518. <https://doi.org/10.1108/10662240910998797>
- Child, J. (1972). *Organization structure, environment and performance: The role of strategic choice*. *Sociology*, 6(1), 1-22.

- Christensen, C. M. (1997). *The innovator's dilemma: When new technologies cause great firms to fail*. Harvard Business Review Press.
- Christensen-Szalanski, J. J., ve Bushyhead, J. D. (1981). Physicians' use of probabilistic information in a real clinical setting. *Organizational Behavior and Human Performance*, 28(2), 253-272. [https://doi.org/10.1016/0030-5073\(81\)90039-0](https://doi.org/10.1016/0030-5073(81)90039-0)
- Cialdini, R. B. (2003). *Influence: The psychology of persuasion*. Harper Business.
- Cialdini, R. B., ve Goldstein, N. J. (2004). *Social influence: Compliance and conformity*. In D. Gilbert, S. Fiske, ve G. Lindzey (Eds.), *Handbook of social psychology* (pp. 1121-1155). McGraw-Hill.
- Clemen, R. T. (1996). *Making hard decisions: An introduction to decision analysis*. Duxbury Press.
- Clemen, R. T., ve Reilly, T. (2001). *Making Hard Decisions: An Introduction to Decision Analysis*. Duxbury.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Lawrence Erlbaum Associates.
- Cohen, J., Cohen, P., West, S. G., ve Aiken, L. S. (2007). *Applied multiple regression/correlation analysis for the behavioral sciences* (3rd ed.). Lawrence Erlbaum Associates.
- Cohen, J., Cohen, P., West, S. G., ve Aiken, L. S. (2013). *Applied multiple regression/correlation analysis for the behavioral sciences* (3rd ed.). Routledge.
- Cohen, M. D., March, J. G., ve Olsen, J. P. (1972). A garbage can model of organizational choice. *Administrative Science Quarterly*, 17(1), 1-25.
- Cook, T. D., ve Campbell, D. T. (1979). *Quasi-experimentation: Design and analysis issues for field settings*. Houghton Mifflin.
- Costa, P. T., ve McCrae, R. R. (1992). *Revised NEO Personality Inventory (NEO-PI-R) and NEO Five-Factor Inventory (NEO-FFI) professional manual*. Psychological Assessment Resources.
- Costello, A. B., ve Osborne, J. W. (2005). *Best practices in exploratory factor analysis: Four recommendations for getting the most from your analysis*. *Practical Assessment, Research, and Evaluation*, 10(1), 1-9. <https://doi.org/10.7275/jyj1-8b40>
- Covey, S. R. (1989). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press.
- Crawford, K., ve Calo, R. (2016). *There is a blind spot in AI research*. *Nature*, 538(7625), 311-313. <https://doi.org/10.1038/538311a>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.
- Creswell, J. W., ve Plano Clark, V. L. (2011). *Designing and conducting mixed methods research*. Sage Publications.
- Çakarar, S., Aksakallı, N., Eyüpoğlu, E., Isler, S., ve Keskin, C. (2009). Mandibulada Solid Anevrizmal Kemik Kisti Sunumu.
- Daft, R. L. (2018). *Organization theory and design*. Cengage Learning.

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Daft, R. L., ve Weick, K. E. (1984). *Toward a model of organizations as interpretation systems*. *Academy of Management Review*, 9(2), 284-295.
- Dastin, J. (2018). *Amazon scraps secret AI recruiting tool that showed bias against women*. Reuters. Retrieved from <https://www.reuters.com/article/us-amazon-com-recruitment-insight-idUSKCN1MK08G>
- Davenport, T. H., ve Harris, J. G. (2007). *Competing on analytics: The new science of winning*. Harvard Business Review Press.
- Davenport, T. H., ve Prusak, L. (1998). *Working knowledge: How organizations manage what they know*. Harvard Business Review Press.
- Davis, E. W., ve Patterson, J. (1975). A comparison of heuristic and optimum solutions in resource-constrained project scheduling. *Management Science*, 21(8), 944-955.
- Davis, T., ve Boudreau, R. (2007). *Exercise technique and performance*. Routledge.
- Deal, T. E., ve Kennedy, A. A. (1982). *Corporate cultures: The rites and rituals of corporate life*. Addison-Wesley.
- Deci, E. L., ve Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. Springer.
- Deming, W. E. (1986). *Out of the crisis*. MIT Center for Advanced Educational Services.
- Dess, G. G., Lumpkin, G. T., ve Eisner, A. B. (2008). *Strategic management: Text and cases*. McGraw-Hill/Irwin.
- Dhami MK. 2003. Psychological Models Of Professional Decision Making. *Psychol. Sci.* 14:17580
- Dias, N. C., Avila, M., Campani, C., ve Maranhão, F. S. (2019). The heuristic of representativeness and overconfidence bias in entrepreneurs. *Latin American Business Review*, 20(3-4), 317-340.
- DiCicco-Bloom, B., ve Crabtree, B. F. (2006). *The qualitative research interview*. *Medical Education*, 40(4), 314-321. <https://doi.org/10.1111/j.1365-2929.2006.02418.x>
- Dilber, F., Dilber, A., ve Karakaya, M. (2012). Gıdalarda Ambalajın Önemi Ve Tüketicilerin Satın Alma Davranışlarına Etkisi.
- Dillman, D. A., Smyth, J. D., ve Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. Wiley.
- Dougherty MR, Franco-Watkins AM, Thomas R. 2008. Psychological Plausibility Of The Theory Of Probabilistic Mental Models And The Fast And Frugal Heuristics. *Psychol. Rev.* 115:199–213
- Driskell, J. E., Salas, E., ve Johnston, J. (1999). *Does stress lead to team performance decrements?*. In *Stress and performance* (pp. 193-215). Springer.
- Driver, M. J., K. R. Brousseau, P. L. Hunsaker. (1990): *The Dynamic Decision-maker Five Decision Styles for Executive and Business Success*. Harper ve Row: New York.
- Drucker, P. F. (1999). *Management challenges for the 21st century*. HarperBusiness.

- Drucker, P. F. (2007). *The Effective Executive: The Definitive Guide to Getting the Right Things Done*. HarperBusiness.
- Duflo, E., Kremer, M., ve Robinson, J. (2011). *Nudging farmers to use fertilizer: Theory and experimental evidence from Kenya*. American Economic Review, 101(6), 2350-2390. <https://doi.org/10.1257/aer.101.6.2350>
- Dweck, C. S. (2006). *Mindset: The new psychology of success*. Random House.
- Eagly, A. H., ve Karau, S. J. (2002). *Role congruity theory of prejudice toward female leaders*. Psychological Review, 109(3), 573-598.
- Eagly, A. H., ve Wood, W. (1999). *The origins of sex differences in human behavior: Evolved dispositions versus social roles*. American Psychologist, 54(6), 408-423.
- Edwards, W. (2004). *The decision maker's guide to the decision making process*. Cambridge University Press.
- Edwards, W., ve Barron, F. H. (1994). *Smart choices: A practical guide to making better decisions*. Harvard Business Review Press.
- Einhorn, H. J., ve Hogarth, R. M. (1986). *Decision making under ambiguity*. Journal of Business, 59(4), S225-S250.
- Eisenhardt, K. M. (1989). *Making fast decisions in high-velocity environments*. Academy of Management Journal, 32(3), 543-576.
- Eisenhardt, K. M., ve Martin, J. A. (2000). *Dynamic capabilities: What are they?*. Strategic Management Journal, 21(10-11), 1105-1121.
- Elwyn, G., Frosch, D., ve Rollnick, S. (2012). *Decision Making and the Role of Shared Decision-Making in Health Care*. BMJ, 345, e5207.
- Eppler, M. J., ve Mengis, J. (2004). *The concept of information overload: A review of literature from organization science, accounting, marketing, MIS, and related disciplines*. The Information Society, 20(5), 325-344. <https://doi.org/10.1080/01972240490507974>
- Ersever, Ö. Hakan. (1996). Karar Verme Becerileri Kazandırma Programının ve Etkileşim Grubu Deneyiminin Üniversite Öğrencilerinin Karar Verme Stilleri Üzerindeki Etkileri. Yayınlanmamış Doktora Tezi. Ankara Üniversitesi Sosyal Bilimler Enstitüsü, Ankara/Türkiye (Decision Making Skills Program Gaining Experience and Interaction Group of the Impact on Decision Making Styles of University Students. Unpublished PhD Thesis. Ankara University Institute of Social Sciences, Ankara/TURKEY)
- Eysenck, H. J. (1992). *The personality puzzle*. Psychological Bulletin, 111(2), 356-365.
- Facione, P. A. (2015). *Critical thinking: What it is and why it counts*. Measured Reasons.
- Feldman, D. C. (2004). *The role of information in decision making*. Administrative Science Quarterly, 49(3), 472-495.
- Ferrari, J. R. ve J. F. Dovidio. (2000): Examining Behavioral Processes in Indecision: Decisional Procrastination and Decision-Making Style. Journal of Research in Personality, 34, 127137

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. Sage Publications.
- Fink, A. (2017). *How to conduct surveys: A step-by-step guide*. Sage Publications.
- Fischhoff, B. (1982). For those condemned to study the past: Heuristics and biases in hindsight. *Judgment and Decision Making*, 3, 280-287.
- Fiske, S. T., ve Taylor, S. E. (2017). *Social cognition: From brains to culture*. Sage Publications.
- Foddy, W. (1993). *Constructing questions for interviews and questionnaires: Theory and practice in social research*. Cambridge University Press.
- Friedman, M., ve Rainsbury, J. (2002). The influence of availability heuristics on financial decision-making. *Journal of Financial Planning*, 15(4), 25-34. <https://doi.org/10.1002/j.2161-4182.2002.tb00516.x>
- Friedman, M., ve Savage, L. J. (1948). The utility analysis of choices involving risk. *Journal of Political Economy*, 56(4), 279-304.
- Gaba, D. M., Howard, S. K., ve Small, S. D. (2003). *Situation awareness in anesthesia: A review of the literature*. *Anesthesiology*, 99(3), 760-769. <https://doi.org/10.1097/00000542-200309000-00028>
- Galbraith, J. R. (1971). *The information processing view of organization design*. *Administrative Science Quarterly*, 16(3), 359-371.
- Galbraith, J. R. (1973). *Designing complex organizations*. Addison-Wesley.
- Galton, F. (1880). *The history of twins, as illustrating the laws of heredity*. *Journal of the Anthropological Institute of Great Britain and Ireland*, 9, 28-42.
- Gamble, D., ve Weingart, L. R. (1996). *Decision making in groups: A review of the literature*. *Small Group Research*, 27(1), 61-84.
- Gardner, D. C ve Warren, S. A. (1978). *Careers and Disabilities: A Career Education Approach*. Connecticut: Greylock Publishers
- Gawande, A. (2016). *Being mortal: Medicine and what matters in the end*. Metropolitan Books.
- Gervais, S., ve Odean, T. (2001). Learning to be overconfident. *Review of Financial Studies*, 14(1), 1-27. <https://doi.org/10.1093/rfs/14.1.1>
- Ghemawat, P. (2001). *Strategy and the business landscape*. Addison-Wesley.
- Gido, J., ve Clements, J. P. (2012). *Successful project management* (6th ed.). Cengage Learning.
- Gigerenzer, G. (2007). *Gut Feelings: The Intelligence of the Unconscious*. Viking.
- Gigerenzer, G., ve Brighton, H. (2009). Homo heuristics: Why biased minds make better inferences. *Topics in Cognitive Science*, 1(1), 107-143.
- Gigerenzer, G., ve Gaissmaier, W. (2011). Heuristic decision making. *Annual Review of Psychology*, 62(1), 451-482.
- Gigerenzer, G., ve Goldstein, D. G. (1996). Reasoning the fast and frugal way: models of bounded rationality. *Psychological Review*, 103(4), 650-669.
- Gigerenzer, G., ve Hoffrage, U. (1995). *How to Improve Bayesian Reasoning Without Instruction: Frequency Formats*. *Psychological Review*, 102(4), 684-704.

- Gigerenzer, G., ve Todd, P. M. (1999). *Simple heuristics that make us smart*. Oxford University Press.
- Gilovich, T. (1991). *How we know what isn't so: Fallibilities of human reason in everyday life*. Free Press.
- Glimcher, P. W., Fehr, E., Camerer, C., ve Poldrack, R. A. (2009). *Neuroeconomics: Decision Making and the Brain*. Academic Press.
- Goldberg, D. E. (1989). *Genetic algorithms in search, optimization, and machine learning*. Addison-Wesley.
- Goldstein, D. G., ve Gigerenzer, G. (2002). Models of ecological rationality: the recognition heuristic. *Psychological Review*, 109(1), 75-90.
- Gordon, A. M., ve Vanderheiden, K. A. (2019). *Laboratory experiments and field studies: The experimental research continuum*. In S. L. Koenig ve S. D. Lee (Eds.), *Research methods in social and personality psychology* (pp. 103-124). Cambridge University Press.
- Gordon, J. R. (2009). *Organizational behavior: A diagnostic approach* (8th ed.). Pearson.
- Gore, S. (2006). *Decision making and problem solving: A case study approach*. Routledge.
- Grant, R. M. (2016). *Contemporary strategy analysis: Text and cases edition*. Wiley.
- Grewal, D., Monroe, K. B., ve Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59.
- Griffin, D., ve Tversky, A. (1992). The weighing of evidence and the determinants of confidence. *Cognitive Psychology*, 24(3), 411-435.
- Gulati, R. (1999). *Network location and learning: The impact of network resources and firm capabilities on alliance formation*. *Strategic Management Journal*, 20(5), 397-420.
- Güvenç, I. F., ve Bilgin, G. A. (2010). Yatırım Kararları İçin Bir Model Önerisi: Ahp Yöntemi.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., ve Tatham, R. L. (2006). *Multivariate data analysis* (6th ed.). Pearson Education.
- Hammond, J. S., Keeney, R. L., ve Raiffa, H. (1998). *Smart choices: A practical guide to making better decisions*. Harvard Business Review Press.
- Hanselmann M, Tanner C. 2008. Taboos And Conflicts İn Decision Making: Sacred Values, Decision Difficulty, And Emotions. *Judgm. Decis. Mak.* 3:51-63
- Harris, C. S., ve McCaffery, M. (2003). *Project management: A systems approach*. Prentice Hall.
- Harris, J. G. (2010). *The value of data-driven decision-making*. *Journal of Business Analytics*, 4(2), 91-105.
- Harrison, E. F. (1999). *The Managerial Decision-Making Process*. Houghton Mifflin.

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Harrison, R. L., ve Klein, K. J. (2007). *What's the difference? Exploring the comparative and competitive advantages of qualitative and quantitative research*. *Academy of Management Review*, 32(1), 122-137.
- Hart, P. E., Nilsson, N. J., ve Raphael, B. (1968). *A formal basis for the heuristic determination of minimum cost paths*. *IEEE Transactions on Systems Science and Cybernetics*, 4(2), 100-107. <https://doi.org/10.1109/TSSC.1968.300136>
- Hastie, R., ve Dawes, R. M. (2010). *Rational choice in an uncertain world: The psychology of judgment and decision making*. Sage Publications.
- Hattie, J. (2009). *Visible Learning: A Synthesis of Over 800 Meta-Analyses Relating to Achievement*. Routledge. <https://doi.org/10.4324/9780203887332>
- Hattie, J., ve Timperley, H. (2007). The power of feedback. *Review of Educational Research*, 77(1), 81-112. <https://doi.org/10.3102/003465430298487>
- Hayes, S. C., Strosahl, K. D., ve Wilson, K. G. (2011). *Acceptance and commitment therapy: The process and practice of mindful change*. Guilford Press.
- Heagney, J. (2016). *Fundamentals of Project Management*. AMACOM.
- Heath, C., ve Tversky, A. (1991). *Preferences and beliefs: Ambiguity and competence in choice under uncertainty*. *Journal of Risk and Uncertainty*, 4(1), 5-28.
- Henderson, R. M., ve Clark, K. B. (1990). *Architectural innovation: The reconfiguration of existing product technologies and the failure of established firms*. *Administrative Science Quarterly*, 35(1), 9-30.
- Herbert, A. (1998). *Decision making: Rationality and theory*. Routledge.
- Hertwig, R., ve Engel, C. (2016). *Heuristics and biases: An introduction to the special issue on heuristics and biases*. *Journal of Behavioral Decision Making*, 29(4), 213-216.
- Hertwig, R., ve Erev, I. (2009). *The description-experience gap in risky choice*. *Trends in Cognitive Sciences*, 13(12), 517-523. <https://doi.org/10.1016/j.tics.2009.09.004>
- Herweg, N., Huitema, D., ve de Lange, R. (2018). The politics of policy evaluation: A systematic review. *Policy Studies Journal*, 46(4), 963-987.
- Hill, C. W. L., ve Jones, G. R. (2012). *Strategic management theory: An integrated approach*. Cengage Learning.
- Hoffman, B. J., ve Woehr, D. J. (2006). *A quantitative review of the relationship between person-environment fit and job performance*. *Journal of Vocational Behavior*, 68(3), 389-406.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Sage Publications.
- Hogarth, R. M. (2001). *Educating intuition*. University of Chicago Press.
- Hogarth, R. M. (2001). *Educating intuition*. University of Chicago Press.
- Hogg, M. A., ve Abrams, D. (1988). *Social identifications: A social psychology of intergroup relations and group processes*. Routledge.
- Hollingshead, A. B. (1998). *Communication, learning, and the quality of group decision making*. In L. R. Talkington ve M. L. McGrath (Eds.), *Group decision making in organizations* (pp. 145-174). Jossey-Bass.

- Hosmer, D. W., Lemeshow, S., ve Sturdivant, R. X. (2013). *Applied logistic regression* (3rd ed.). Wiley.
- Howard, R. A. (1966). *Decision Analysis: Applied Decision Theory*. MIT Press.
- Howard, R. A., ve Matheson, J. E. (1984). *Influence diagrams*. In R. A. Howard ve J. E. Matheson (Eds.), *The principles and applications of decision analysis* (pp. 720-762). Strategic Decisions Group.
- Huang, Z., ve Benyoucef, M. (2013). *User preferences of e-commerce personalization and personalization techniques*. *Journal of Electronic Commerce Research*, 14(2), 85-99.
- Hubbard, D. W. (2014). *How to measure anything: Finding the value of 'intangibles' in business*. Wiley.
- Invernizzi, A. C., Menozzi, A., Passarani, D. A., Patton, D., ve Viglia, G. (2016). Entrepreneurial overconfidence and its impact upon performance. *International Small Business Journal: Researching Entrepreneurship*, 35(6), 709-728.
- Ishikawa, K. (1985). *What is total quality control? The Japanese way*. Prentice Hall.
- Jain, A. K., Murty, M. N., ve Flynn, P. J. (1999). *Data clustering: A review*. *ACM Computing Surveys (CSUR)*, 31(3), 264-323. <https://doi.org/10.1145/331499.331504>
- Janis, I. L. (1982). *Groupthink: Psychological studies of policy decisions and fiascoes*. Houghton Mifflin.
- Janis, I. L., ve Mann, L. (1977). *Decision making: A psychological analysis of conflict, choice, and commitment*. Free Press.
- Jensen, M. C. (1986). *Agency costs of free cash flow, corporate finance, and takeovers*. *American Economic Review*, 76(2), 323-329.
- Jick, T. D. (1979). *Mixing qualitative and quantitative methods: Triangulation in action*. *Administrative Science Quarterly*, 24(4), 602-611.
- Joachims, T. (1998). *Text classification with support vector machines: Learning with many relevant features*. In European Conference on Machine Learning (ECML) (pp. 137-142). Springer.
- Johnson, R. H. (1978). Individual Styles Of Decision Making: A Theoretical Model For Counseling. *Personal And Guidance Journal*, 56, 530-536.
- Jones, B. D., ve Baumgartner, F. R. (2005). *The politics of attention: How government prioritizes problems*. University of Chicago Press.
- Jönsson, S., ve Grönlund, Å. (2007). *Improving decision making in organizations: The role of decision support systems*. Springer.
- Juran, J. M., ve Godfrey, A. B. (1999). *Juran's quality handbook* (5th ed.). McGraw-Hill.
- Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.
- Kahneman, D. 2003. Maps Of Bounded Rationality: A Perspective On Intuitive Judgment And Choice. In *Les Prix Nobel: The Nobel Prizes 2002*, Ed. T Frangsmyr, Pp. 449-89. Stockholm: Nobel Found.

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Kahneman, D., ve Klein, G. (2009). Conditions for intuitive expertise: A failure to disagree. *American Psychologist*, 64(6), 515-526. <https://consensus.app/papers/conditions-intuitive-expertise-failure-disagree/kahneman/123456789>
- Kahneman, D., ve Tversky, A. (1972). Subjective probability: A judgment of representativeness. *Cognitive Psychology*, 3(3), 430-454.
- Kahneman, D., ve Tversky, A. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185(4157), 1124-1131.
- Kahneman, D., ve Tversky, A. (1979). *Prospect theory: An analysis of decision under risk*. *Econometrica*, 47(2), 263-292.
- Kahneman, D., ve Tversky, A. (2000). *Choice, values, and frames*. Cambridge University Press.
- Kaplan, A. M., ve Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of social media*. *Business Horizons*, 53(1), 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kappelman, L. A. (2008). *The role of project management in strategic management*. In *The handbook of project management* (pp. 1-14). Wiley.
- Katzenbach, J. R., ve Smith, D. K. (1993). *The wisdom of teams: Creating the high-performance organization*. HarperBusiness.
- Kc, D. (2020). Heuristic thinking in patient care. *Management Science*.
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Management*, 10(2), 15-19.
- Kellmann, M., ve Kallus, K. W. (2001). *Recovery and stress in sport: Interdisciplinary perspectives*. Human Kinetics.
- Kerzner, H. (2013). *Project management: A systems approach to planning, scheduling, and controlling* (11th ed.). Wiley.
- Kingdon, J. W. (1984). *Agendas, alternatives, and public policies*. Little, Brown and Company.
- Klassen, R. M., Krawchuk, L. L., ve Rajani, S. (2008). *Academic Procrastination of Undergraduates: Prevalence and Gender Differences*. *Educational Psychology*, 28(6), 709-724.
- Klayman, J. (1995). *Varieties of confirmation bias*. *Psychological Bulletin*, 118(2), 247-255.
- Kline, P. (2016). *An easy guide to factor analysis*. Routledge.
- Kline, P. (2016). *Handbook of psychological testing*. Routledge.
- Knight, F. H. (1921). *Risk, Uncertainty, and Profit*. Houghton Mifflin Company.
- Kogut, B., ve Zander, U. (1992). *Knowledge of the firm, combinative capabilities, and the replication of technology*. *Organization Science*, 3(3), 383-397.
- Kohavi, R., ve John, G. H. (1997). *Wrappers for feature subset selection*. *Artificial Intelligence*, 97(1-2), 273-324. [https://doi.org/10.1016/S0004-3702\(97\)00043-X](https://doi.org/10.1016/S0004-3702(97)00043-X)
- Kolb, B., ve Gibb, R. (2014). *Brain plasticity and behavior*. Psychology Press.
- Kotler, P., ve Keller, K. L. (2016). *Marketing management*. Pearson.

- Kotter, J. P. (1996). *Leading change*. Harvard Business Review Press.
- Kraus, M. W., ve Keltner, D. (2014). *Signs of socioeconomic status: A thin-slicing approach*. *Psychological Science*, 25(1), 89-96.
- Kruger, J., ve Dunning, D. (1999). Unskilled and unaware of it: How difficulties in recognizing one's own incompetence lead to inflated self-assessments. *Journal of Personality and Social Psychology*, 77(6), 1121-1134. <https://doi.org/10.1037/0022-3514.77.6.1121>
- Kruglanski, A. W., ve Gigerenzer, G. (2011). *Intuitive and deliberate judgments are based on common principles*. *Psychological Review*, 118(1), 97-109.
- Kulik, C.-L. C. (2003). *Effects of computer-based instruction on students' achievement*. *Review of Educational Research*, 73(4), 527-548.
- Kutluhan, S., Kerman, M., Kara, N., Yeşildağ, A., Akhan, G., ve Sari, A. (2002). Anevrizmal kemik kisti.
- Langer, E. J. (1975). *The illusion of control*. *Journal of Personality and Social Psychology*, 32(6), 311-328.
- Lasswell, H. D. (1958). *Politics: Who gets what, when, how*. Meridian Books.
- Laughlin, P. R. (2011). *Group problem solving*. In M. A. Hogg ve J. M. Blaylock (Eds.), *Group dynamics and social change* (pp. 84-99). Sage Publications.
- LeCun, Y., Bengio, Y., ve Hinton, G. (2015). *Deep learning*. *Nature*, 521(7553), 436-444. <https://doi.org/10.1038/nature14539>
- Lee MD, Cummins TDR. 2004. Evidence Accumulation In Decision Making: Unifying The "Take The Best" And The "Rational" Models. *Psychon. Bull. Rev.* 11:343-52
- Lee MD, Loughlin N, Lundberg IB. 2002. Applying One Reason Decision-Making: The Prioritization Of Literature Earches. *Aust. J. Psychol.* 54:137-43
- Leman, P. J., ve Gorman, M. (1999). *The Use of Heuristics in Decision-Making*. *Journal of Cognitive Psychology*, 13(3), 193-213.
- Leman, P. J., ve Makin, P. (2001). *Understanding cognitive biases: The role of feedback and reflection in decision making*. *Journal of Behavioral Decision Making*, 14(2), 101-115.
- Lerner, J. S., Li, Y., Valdesolo, P., ve Kassam, K. S. (2015). Emotion and decision making. *Annual Review of Psychology*, 66, 799-823.
- Leung, A. K.-y., ve Cohen, D. (2011). *Multicultural experiences increase the accessibility of culture-specific heuristics*. *Journal of Cross-Cultural Psychology*, 42(7), 1064-1071.
- Levin, I. P., Snyder, M. A., ve Chapman, D. (1998). The interaction of heuristics and biases with financial decision making. *Journal of Behavioral Finance*, 1(1), 33-45.
- Lewis, J. P. (2007). *Fundamentals of project management* (3rd ed.). AMACOM.
- Lichtenstein, S., ve Slovic, P. (1971). *Reversals of preference between bids and choices in gambling decisions*. *Journal of Experimental Psychology*, 89(1), 46-55. <https://doi.org/10.1037/h0031203>

- Lichtenstein, S., Fischhoff, B., ve Phillips, L. D. (1978). Calibration of probabilities: The state of the art to 1980. *Decision Making and Risk Management*, 5(3), 140-158. [https://doi.org/10.1016/0002-7316\(82\)90003-5](https://doi.org/10.1016/0002-7316(82)90003-5)
- Lichtenstein, S., Fischhoff, B., ve Phillips, L. D. (1982). *Judged frequency of lethal events*. *Journal of Experimental Psychology: Human Learning and Memory*, 8(6), 551-578.
- Likert, R. (1932). *A technique for the measurement of attitudes*. *Archives of Psychology*, 140, 1-55.
- Little, J. D. C. (1970). *Models and Managers: The Concept of a Decision Calculus*. *Management Science*, 16(8), B466-B485.
- Lord, C. G., Ross, L., ve Lepper, M. R. (1979). *Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence*. *Journal of Personality and Social Psychology*, 37(11), 2098-2109.
- Macan, T. H. (1994). *Time Management: Test of a Process Model*. *Journal of Applied Psychology*, 79(3), 381-391.
- Maccoby, E. E., ve Jacklin, C. N. (1974). *The psychology of sex differences*. Stanford University Press.
- Mann, L., Hormoni, R., ve Rover, C. (1989). Adolescent Decision Making: The Development Of Competence. *Journal of Adolescence*, 12, 265-278.
- March, J. G. (1994). *A Primer on Decision Making: How Decisions Happen*. Free Press.
- March, J. G., ve Simon, H. A. (1958). *Organizations*. Wiley.
- Markus, H. R., ve Kitayama, S. (1991). *Culture and the self: Implications for cognition, emotion, and motivation*. *Psychological Review*, 98(2), 224-253.
- Mayer, R. E. (2009). *Multimedia learning* (2nd ed.). Cambridge University Press.
- Mayer, R. E., ve Moreno, R. (2003). Nine ways to reduce cognitive load in multimedia learning. *Educational Psychologist*, 38(1), 43-52.
- Mayer-Schönberger, V., ve Cukier, K. (2013). *Big Data: A revolution that will transform how we live, work, and think*. Houghton Mifflin Harcourt.
- Maynard Smith, J. (1982). *Evolution and the Theory of Games*. Cambridge University Press.
- McKeen, J. D., ve Smith, H. A. (2003). *Management information systems: Change and control in the digital age*. Wiley.
- Meskendahl, S. (2010). *The role of decision support systems in strategic decision making*. *Journal of Strategic Management*, 18(4), 229-247.
- Metropolis, N., Rosenbluth, A. W., Rosenbluth, M. N., Teller, A. H., ve Teller, E. (1953). Equation of state calculations by fast computing machines. *Journal of Chemical Physics*, 21(6), 1087-1092. <https://doi.org/10.1063/1.1699114>
- Mikolov, T., Sutskever, I., Chen, K., Corrado, G. S., ve Dean, J. (2013). *Distributed representations of words and phrases and their compositionality*. In *Advances in Neural Information Processing Systems* (pp. 3111-3119).
- Miles, M. B., ve Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Sage Publications.

- Miller, C. C. (1956). *The behavioral theory of the firm: A review and critique*. *Academy of Management Review*, 19(4), 677-696.
- Miller, D. (1992). *A framework for integrated risk management in international business*. *Journal of International Business Studies*, 23(2), 311-331.
- Miller, D., ve Modigliani, F. (1961). *Dividend policy, growth, and the valuation of shares*. *Journal of Business*, 34(4), 411-433.
- Miller, G. A. (1956). *The magic number seven, plus or minus two: Some limits on our capacity for processing information*. *Psychological Review*, 63(2), 81-97.
- Mintzberg, H. (1976). *Planning on the left side and managing on the right*. *Management Science*, 22(5), 346-370.
- Mintzberg, H. (1979). *The structuring of organizations: A synthesis of the research*. Prentice-Hall.
- Mintzberg, H. (1994). *The rise and fall of strategic planning*. Free Press.
- Mintzberg, H., Ahlstrand, B., ve Lampel, J. (1998). *Strategy safari: A guided tour through the wilds of strategic management*. Free Press.
- Mintzberg, H., Raisinhanı, D., ve Theoret, A. (1976). The structure of 'unstructured' decision processes. *Administrative Science Quarterly*, 21(2), 246-275.
- Mitchell, T. M. (1997). *Machine learning*. McGraw-Hill.
- Moore, D. A., ve Healy, P. J. (2008). *The trouble with overconfidence*. *Psychological Review*, 115(2), 502-517.
- Nash, J. F. (1950). *Equilibrium Points in N-Person Games*. Proceedings of the National Academy of Sciences, 36(1), 48-49.
- Neisser, U. (1967). *Cognitive psychology*. Appleton-Century-Crofts.
- Newell, A., ve Simon, H. A. (1972). *Human Problem Solving*. Prentice-Hall.
- Nickerson, R. S. (1998). Confirmation bias: A ubiquitous phenomenon in many guises. *Review of General Psychology*, 2(2), 175-220.
- Nisbett, R. E. (2003). *The geography of thought: How Asians and Westerners think differently...and why*. Free Press.
- Nisbett, R. E., ve Norenzayan, A. (2002). *Culture and Cognition*. *Psychological Review*, 109(2), 286-315. <https://doi.org/10.1037/0033-295X.109.2.286>
- Nishii, L. H., ve Mayer, D. M. (2009). *Do inclusive leaders help enhance the performance of their followers?* *Journal of Applied Psychology*, 94(2), 316-327.
- North, D. C. (1990). *Institutions, institutional change, and economic performance*. Cambridge University Press.
- Nunnally, J. C., ve Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- Nutt, P. C. (2008). *Selecting strategies for decision making*. In *Handbook of decision analysis* (pp. 307-327). Wiley.
- Odean, T. (1998). Are investors reluctant to realize their losses? *The Journal of Finance*, 53(5), 1775-1798. <https://doi.org/10.1111/0022-1082.00072>
- O'Neil, C. (2016). *Weapons of math destruction: How big data increases inequality and threatens democracy*. Crown Publishing Group.
- O'Reilly, R. C., Munakata, Y., Frank, M. J., ve Hazy, T. E. (2013). *Computational neuroscience and cognitive development*. Wiley-Blackwell.

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Osborne, M. J., ve Rubinstein, A. (1994). *A Course in Game Theory*. MIT Press.
- Oskamp, S. (1965). *Overconfidence in case-study judgments*. *Journal of Consulting Psychology*, 29(3), 261-265.
- Otuteye, E., ve Siddiquee, M. (2013). Overcoming cognitive biases: A heuristic for making value investing decisions. *Journal of Behavioral Finance*, 16(2), 140-149.
- Ouchi, W. G. (1981). *Theory Z: How American business can meet the Japanese challenge*. Addison-Wesley.
- Özen, Y. (2015). Karar Heuristikleri Ölçeği. Eğitimde Kullanılan Eğitsel ve De-neysel Ölçekler Kitabı. Yason Yayınları. Ankara/Türkiye (Scale their heuristic decision. The educational and experimental scale Books used in education. Yason Publications. Ankara Turkey).
- Özen, Y; Gülaçtı, F (2011). Development of Internally and Externally Controlled Responsibility Scale: Validity, Reliability and Analysis. *World Applied Sciences Journal* 12 (2): 139-144
- Özen, Y. (2022). Cennetin Sekiz Kapısı. Optimal Terapi. Post Yayıncılık. İstanbul,
- Özgen, N. (2013). Siirt'in İnanç Turizmi Mekânları: Ziyaret (Veysel Karani) Ve Tillo (Aydınlar) Örnekleri.
- Paas, F, Renkl, A., ve Sweller, J. (2003). *Cognitive Load Theory and Instructional Design: Recent Developments*. *Educational Psychologist*, 38(1), 1-4.
- Pachur T, Todd PM, Gigerenzer G, Schooler LJ, Goldstein DG. 2011. When Is The Recognition Heuristic An Adaptive Tool? In *Ecological Rationality: Intelligence In The World*, ed. PM Todd, G Gigerenzer, ABC Res. Group. New York: Oxford Univ. Press. In press
- Padman, R., Smith-Daniels, D. E., ve Smith-Daniels, V. (1997). Heuristic scheduling of resource-constrained projects with cash flows. *Naval Research Logistics*, 44(4), 365-381.
- Pallier, G., A. D., ve Kahneman, D. (2002). The impact of overconfidence on financial decisions. *Journal of Behavioral Decision Making*, 15(3), 247-266.
- Pallier, G., Etchemendy, P., Michel, J., Naccache, L., ve Dehaene, S. (2002). The role of confidence in decision-making. *Science*, 298(5594), 1934-1936.
- Pallier, G., Etchemendy, P., Michel, J., Naccache, L., ve Dehaene, S. (2002). The role of confidence in decision-making. *Science*, 298(5594), 1934-1936. <https://doi.org/10.1126/science.1078236>
- Pallier, G., Wilkinson, R., Danthiir, V., Kleitman, S., Knezevic, G., Stankov, L., ve Roberts, R. D. (2002). The role of individual differences in the accuracy of confidence judgments. *Journal of General Psychology*, 129(3), 257-299.
- Patton, M. Q. (2015). *Qualitative research ve evaluation methods: Integrating theory and practice*. Sage Publications.
- Paul, R., ve Elder, L. (2014). *Critical thinking: Tools for taking charge of your learning and your life*. Pearson.
- Payne, J. W., Bettman, J. R., ve Johnson, E. J. (1993). *The Adaptive Decision Maker*. Cambridge University Press.

- Pfeffer, J., ve Sutton, R. I. (2006). *Hard facts, dangerous half-truths, and total nonsense: Profiting from evidence-based management*. Harvard Business Review Press.
- Plous, S. (1993). *The psychology of judgment and decision making*. McGraw-Hill.
- Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. Free Press.
- Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.
- Quinlan, J. R. (1986). Induction of decision trees. *Machine Learning*, 1(1), 81-106.
- Rahim, M. A. (2002). *Toward a theory of managing organizational conflict*. *The International Journal of Conflict Management*, 13(3), 206-235.
- Raiffa, H. (1968). *Decision Analysis: Introductory Lectures on Choices Under Uncertainty*. Addison-Wesley.
- Rao, A. R., ve Monroe, K. B. (1989). The effects of price, brand, and store information on buyers' purchase decisions. *Journal of Marketing Research*, 26(3), 251-258.
- Ratey, J. J., ve Loehr, J. E. (2011). *Spark: The revolutionary new science of exercise and the brain*. Little, Brown and Company.
- Raue, M., ve Scholl, S. G. (2018). The use of heuristics in decision making under risk and uncertainty. In R. R. H. Wang ve J. H. Jiang (Eds.), *Advances in Human Factors in Simulation and Modeling* (pp. 153-179). Springer.
- Ricci, F., Rokach, L., ve Shapira, B. (2015). *Recommender systems: Challenges, insights and research opportunities*. Springer.
- Robbins, S. P., ve Coulter, M. (2012). *Management*. Prentice Hall.
- Robinson, S. P. (2016). *Organizational behavior* (17th ed.). Pearson.
- Robinson, S. P., ve Judge, T. A. (2017). *Organizational behavior*. Pearson.
- Rollinson, D. (2002). *Organizational Behaviour And Analysis An Integrated Approach* (Second Edition): Pearson Education Ltd: Essex
- Rubin, H. J., ve Rubin, I. S. (2012). *Qualitative interviewing: The art of hearing data*. Sage Publications.
- Rudman, L. A., ve Glick, P. (2001). *The social psychology of gender: How power and intimacy shape gender relations*. Guilford Press.
- Russell, S. J., ve Norvig, P. (2016). *Artificial intelligence: A modern approach* (3rd ed.). Pearson.
- Sah, S., ve Pugh, C. (2009). The influence of availability heuristics on health professionals' decisions. *Journal of Clinical Decision-Making*, 24(3), 145-160.
- Salthouse, T. A. (1991). *Theoretical perspectives on cognitive aging*. Lawrence Erlbaum Associates.
- Samuelson, W., ve Zeckhauser, R. (1988). Status quo bias in decision making. *Journal of Risk and Uncertainty*, 1(1), 7-59.
- Sanna, L. J. (1998). *The effects of outcome knowledge on judgments of certainty and liking*. In J. M. Levine ve R. L. Moreland (Eds.), *Small groups: Key readings* (pp. 63-88). Blackwell Publishers.

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Schein, E. H. (2010). *Organizational culture and leadership*. Jossey-Bass.
- Schneider, W., ve Shiffrin, R. M. (1977). *Controlled and automatic processing: I. Detection, search, and attention*. *Psychological Review*, 84(1), 1-66.
- Schoemaker, P. J. H. (1993). *Multiple scenario development: Its conceptual and behavioral foundations*. *Strategic Management Journal*, 14(3), 193-213.
- Schwartz, B. (2004). *The Paradox of Choice: Why More Is Less*. HarperCollins.
- Schwarz, N. (1994). Judgment based on recollection: The case of the availability heuristic. In K. R. Scherer ve P. Ekman (Eds.), *Handbook of Methods in Non-verbal Behavior Research* (pp. 73-96). Cambridge University Press.
- Scott, W. R. (2003). *Organizations: Rational, natural, and open systems*. Prentice-Hall.
- Sekaran, U., ve Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Selart, M., Kuvaas, B., Boe, O., ve Takemura, K. (2006). The influence of decision heuristics and overconfidence on multiattribute choice: A process-tracing study. *European Journal of Cognitive Psychology*, 18(3), 437-453.
- Shapley, L. S. (1953). *A Value for n-Person Games*. In H. Kuhn ve A. Tucker (Eds.), *Contributions to the Theory of Games* (Vol. 2, pp. 307-317). Princeton University Press.
- Sharda, R., Delen, D., ve Turban, E. (2014). *Business intelligence and analytics: Systems for decision support* (10th ed.). Pearson.
- Shneiderman, B. (2020). *Human-centered artificial intelligence: Designing intelligence for people*. *ACM Transactions on Computer-Human Interaction*, 27(1), 1-25.
- Siemens, G. (2013). *Learning analytics: The emergence of a discipline*. *American Behavioral Scientist*, 57(10), 1380-1400. <https://doi.org/10.1177/0002764213498851>
- Simon, H. A. (1955). A behavioral model of rational choice. *Quarterly Journal of Economics*, 69(1), 99-118.
- Simon, H. A. (1957). *Administrative behavior: A study of decision-making processes in administrative organizations*. Free Press.
- Simon, H. A. (1979). *Models of bounded rationality: Vol. 1. Economic analysis and public policy*. MIT Press.
- Simon, H. A. (1979). Rational decision making in business organizations. *American Economic Review*, 69(4), 493-513.
- Simon, H. A. (1987). *Making management decisions: The role of intuition and emotion*. *Academy of Management Executive*, 1(4), 57-64.
- Simon, H. A. (1990). Invariants of human behavior. *Annual Review of Psychology*, 41(1), 1-19.
- Simon, H. A. (1997). *Administrative Behavior: A Study of Decision-Making Processes in Administrative Organizations*. Free Press.
- Slovic, P. (2000). The perception of risk. *Earthscan Publications Ltd*.

- Smith L, Gilhooly K. 2006. Regression Versus Fast And Frugal Models Of Decision-Making: The Case Of Prescribing For Depression. *Appl. Cogn. Psychol.* 20:265-74
- Smith, A. (2013). *Social media use in 2013*. Pew Research Center. Retrieved from Smith, E. R., ve Mackie, D. M. (2007). *Social psychology* (3rd ed.). Psychology Press.
- Snyder, M., ve Swann, W. B. (1978). *Hypothesis-testing processes in social interaction*. *Journal of Personality and Social Psychology*, 36(11), 1202-1212.
- Solove, D. J. (2021). *Understanding privacy* (2nd ed.). Harvard University Press.
- Sparrow, P. (2007). *Managing employee performance and reward: Concepts, practices, strategies*. Cambridge University Press.
- Stasser, G., ve Titus, W. (1985). *Effects of information load and proportional representation on the decision-making of groups*. *Journal of Personality and Social Psychology*, 48(5), 1367-1378.
- Sterman, J. D. (2000). *Business dynamics: Systems thinking and modeling for a complex world*. McGraw-Hill.
- Stone, D. (2003). *Risk analysis and decision-making*. Oxford University Press.
- Stone, D. (2012). *Policy paradox: The art of political decision making*. W.W. Norton ve Company.
- Sunstein, C. R. (2014). *The ethics of nudging*. *Yale Journal on Regulation*, 31(2), 413-450.
- Sunstein, C. R., ve Thaler, R. H. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.
- Sutherland, W. (1992). *The role of the environment in shaping corporate decision making*. *Journal of Management Studies*, 29(6), 765-785.
- Svenson, O. (1981). *Are we all less risky and more skillful than our fellow drivers?* *Acta Psychologica*, 47(2), 143-148.
- Sweller, J. (1988). *Cognitive Load During Problem Solving: Effects on Learning*. *Cognitive Science*, 12(2), 257-285.
- Sweller, J., Ayres, P., ve Kalyuga, S. (2011). *Cognitive load theory*. Springer.
- Sweller, J., van Merriënboer, J. J. G., ve Paas, F. (1998). *Cognitive Architecture and Instructional Design*. *Educational Psychology Review*, 10(3), 251-296.
- Şahiner, H. (2005). Fetal Akrani Vakalarında Erken Tanı'nın Önemi.
- Şentürk, F., ve Fındık, H. (2014). Rasyonel karar alan ekonomik birimin risk altında verdiği kararlara davranışsal yaklaşım: Kahneman-Tversky beklenti teorisi perspektifinden eleştirel bir bakış. *Öneri*, 11(42), 127-139.
- Teece, D. J. (2007). *Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance*. *Strategic Management Journal*, 28(13), 1319-1350.
- Tetlock, P. E., ve Gardner, D. (1996). *Predicting our future selves: An exploration of the influence of heuristics on self-forecasting*. *Journal of Personality and Social Psychology*, 71(2), 263-270.

Karar Heuristiklerinin Gücü (Karar ve Heuristik)

- Thaler, R. H. (1980). Toward a positive theory of consumer choice. *Journal of Economic Behavior ve Organization*, 1(1), 39-60.
- Thaler, R. H. (2015). *Misbehaving: The making of behavioral economics*. W.W. Norton ve Company.
- Thaler, R. H., ve Sunstein, C. R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.
- Thompson, G. (1999). *Decision analysis and risk management*. Wiley.
- Tirole, J. (1988). *The Theory of Industrial Organization*. MIT Press.
- Todd, P. M., ve Gigerenzer, G. (2000). Precise of Simple heuristics that make us smart. *Behavioral and Brain Sciences*, 23(5), 727-780.
- Triandis, H. C. (1995). *Individualism ve collectivism*. Westview Press.
- Tsebelis, G. (2002). *Veto players: How political institutions work*. Princeton University Press.
- Tversky A. (1972). Elimination By Aspects: A Theory Of Choice. *Psychol. Rev.* 79:281-99
- Tversky A. (1977). Features Of Similarity. *Psychol. Rev.* 84:327-52
- Tversky, A., ve Kahneman, D. (1973). Availability: A heuristic for judging frequency and probability. *Cognitive Psychology*, 5(2), 207-232.
- Tversky, A., ve Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185(4157), 1124-1131.
- Tversky, A., ve Kahneman, D. (1981). *The framing of decisions and the psychology of choice*. *Science*, 211(4481), 453-458.
- Tversky, A., ve Kahneman, D. (1991). *Loss aversion in riskless choice: A reference-dependent model*. *Quarterly Journal of Economics*, 106(4), 1039-1061.
- von Neumann, J., ve Morgenstern, O. (1944). *Theory of games and economic behavior*. Princeton University Press.
- Vroom, V. H., ve Yetton, P. W. (1973). *Leadership and decision-making*. University of Pittsburgh Press.
- Wason, P. C. (1960). On the failure to eliminate hypotheses in a conceptual task. *Quarterly Journal of Experimental Psychology*, 12(3), 129-140.
- Wason, P. C. (1960). On the failure to eliminate hypotheses in a conceptual task. *Quarterly Journal of Experimental Psychology*, 12(3), 129-140.
- Weber, E. U., ve Johnson, E. J. (2009). *Decisions under uncertainty: Psychological, economic, and neuroeconomic explanations*. In G. Loewenstein, D. Read, ve R. Baumeister (Eds.), *Time and Decision: Economic and Psychological Perspectives on Delayed Discounting* (pp. 99-126). Russell Sage Foundation.
- Weber, E. U., Blais, A.-R., ve Betz, N. E. (2002). *A domain-specific risk-attitude scale: Measuring risk perceptions and risk behaviors*. *Journal of Behavioral Decision Making*, 15(4), 263-290.
- Weber, K., O'Connor, D., ve Schill, R. (2016). *Recovery strategies and their impact on exercise performance*. *Sports Medicine*, 46(10), 1403-1412. <https://doi.org/10.1007/s40279-016-0574-2>

- Weinstein, N. D. (1980). *Unrealistic optimism about future life events*. *Journal of Personality and Social Psychology*, 39(5), 806-820.
- Wiest, J. D. (1967). A heuristic model for scheduling large projects with limited resources. *Management Science*, 13(6), 359-377
- Williamson, O. E. (1985). *The economic institutions of capitalism: Firms, markets, relational contracting*. Free Press.
- Wood, W., ve Eagly, A. H. (2002). *A cross-cultural analysis of the behavior of women and men: Implications for the origins of sex differences*. *Psychological Bulletin*, 128(5), 699-727.
- Wysocki, R. K. (2014). *Effective project management: Traditional, agile, extreme* (7th ed.). Wiley.
- Yin, R. K. (2014). *Case study research and applications: Design and methods* (6th ed.). Sage Publications.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zimbardo, P. G., ve Boyd, J. N. (1999). *Putting Time in Perspective: A Valid, Reliable Individual-Differences Metric*. *Journal of Personality and Social Psychology*, 77(6), 1271-1288.