



KOGNISI & PENGAMBILAN KEPUTUSAN

Aryan Eka Prastya Nugraha, S.E., M.Pd
2020

Cognitive aspects of entrepreneurship

Cognitive psychology is a relatively new but increasingly important avenue of psychological explanation and research. Cognitive psychology deals with the way in which humans obtain, store, process and use information about the world. it is interested in:

- attention and perception, the initial processing of raw sensual experiences;
 - storage of information in memory systems – both working memory and long-term memory;
 - the way in which knowledge is stored, accessed and created, induction and deduction processes;
 - judgement and decision making – the use of processed information to choose particular course of action;
-

- thinking and problem solving;
- learning, skill and expertise development;
- language, use, acquisition and comprehension;
- creativity and inventiveness;
- the way in which information is manipulated by mental routines to drive decision making.



Cognitive psychology has made great strides in enhancing our understanding of human thinking. It is now recognised that we all have our own cognitive styles that we use to process information and that we adopt particular cognitive strategies when called upon to use that information in order to solve problems.



Cognitive processes are sometimes split into three types:

- Perception processes – these are concerned with how we see the world and gather information about it. Examples are complexity–simplicity, the number of dimensions that are used to categorise the world, levelling–sharpening, the use of existing or the creation of new categories to incorporate new information, and verbalising–visualising, the use of verbal or, alternatively, visual imagery to develop understanding



- Problem-solving processes – these govern how information is used when an individual is called upon to make a decision. Examples include scanning–focusing, how much information is called in order to solve a problem, serialism–holism, referring to whether problems are approached in a linear, reducing way, or are dealt with as an integrated whole, and adaptation–innovation, the preference for established solutions or new solutions.
-

- Task processes – these are concerned with determining the way in which we approach particular jobs. Themes here include constricted–flexible, the preference for new types of task over established ones, impulsive–reflective, the tendency to act in a decisive or considered way, and uncertainty accepting–cautious, the willingness to take on tasks with an element of risk in them.



Entrepreneurship and human decision making

The making of decisions is a fundamental part of the human experience. We can imagine different outcomes and possibilities; we can judge that which we can act to influence and that which we must accept, and we have preferences for some outcomes over others. The study of human decision making is a rapidly growing field of inquiry, both in terms of fundamental decisional processes in cognition and in specific areas of professional decision making, particularly in management, medicine and law. Clearly, entrepreneurs are, if nothing else, decision makers.

What are decision makers interested in?

According to expected utility theory, where they finish up – their final ‘endowment’. According to prospect theory what they might gain or lose. This makes sense. If you find you have lost £10, you don’t think, ‘Well, I will adjust my endowment. There is the value of my house, my car, my savings. I will just deduct £10.’ No, it is more natural just to think, ‘Oh, no! I have lost £10.’

Discussion point

To what extent might the different cognitive skills of entrepreneurs

(a) be present at birth;

(b) develop through schooling;

(c) develop through professional experience in later life?



REFLEKSI

- Informasi penting hari ini

-
- Manfaat penting dari informasi penting hari ini

- Tindak lanjut yang dapat saudara lakukan
-



Thank You