**THE INFLUENCE OF TOP MANAGEMENT DEMOGRAPHIC CHARACTERISTICS ON DECISION MAKING APPROACHES**

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**Abstract**

Today's organizational environment requires managers to be an excellent decision maker with the ability of making effective decisions which will shape the business performance. Because of the role that managers have in today’s business settings, research interest on the relationship between individual characteristics and managerial decision making in all its aspects has increased over the last decade. This paper aims to provide an overview and discussion of how individuals make choices and decisions by examining the influence of top management demographic characteristics on decision making approaches. Findings suggest that demographic characteristics appear to be valuable for predicting which decision making approach managers prefer. The results of the study show that average age and education level of decision makers is positively related to rational decision making approach and negatively to intuitive decision making approach. Tenure is positively related to intuitive decision making approach, but the influence is not statistically significant. Also, difference in decision making approach was found with the respect to gender. In light of research findings, implications and limitations were discussed and some possibilities for future research are suggested.

**Keywords:** Decision making, top management, demographic characteristics, decision making approach

**Bibliography**

Dr. Ivana Bulog works as Assistant Professor at Faculty of Economics University of Split, Croatia. She has published, both independently and as co-author, a number of scientific papers. For the purpose of her personal and professional development she participated at numerous national and international conferences, seminars and trainings. She is active researcher in many scientific and professional projects. Her scientific and professional interests are focused on the areas of managerial decision making, business leadership and family businesses. She is holder of six awards. She is married and mother of two sons.