

ABSTRACT

THE IMPACT OF EXPERT SYSTEMS ON THE PERFORMANCE OF CORPORATE STRATEGIC DECISION MAKING

This study examines methods and attitudes influencing corporate strategic decision-making. The focus of this work is to evaluate Expert Systems usage and their affect on decision-making performance. In the course of this study, a random sample of sixty-eight executive-level decision-makers was surveyed using a web-based questionnaire. Evaluation of both computer-assisted and traditional decision-support methods was performed. Results conclude that Expert Systems, while enjoying increasing awareness and acceptance, have yet to surpass traditional methods for strategic decision support. Evidence suggests Expert Systems are better suited to high-structure environments and operations-level decision making. Results further demonstrate qualitative, human factors such as experience, intuition, and judgment are favored in supporting strategic decisions. While able to mimic many characteristics of human decision-makers, Expert Systems lack the qualities of common sense and cognitive nuance found to be indispensable to executive decision makers.

Mario Anthony Rosso
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