

MASSIVE AND GROUP RATIONAL DECISION-MAKING PROCEDURES: DESIGN, APPLICATION, AND POPULARIZATION

This R&D project is being implemented by Dr. Oleg Savelzon of the Jerusalem College of Technology by contract with “Invar Consulting”.

As part of the project, novel procedures have been DESIGNED for:

- 1) Group decision-making on strategic and branding issues in organizations;
- 2) Massive rational, internet-based decision-making contests on fundamental problems in socio-political and public associations;
- 3) Rational national elections and referendums.

These procedures, much like the majority of rational decision processes, consist of the following phases: (I) grasping and formulating the problem; (II) generating decision alternatives; (III) evaluating the alternatives according to criteria formulated as part of (I); and (IV) choosing the best alternative. Together with rationality, the other components of advanced thinking in decision-making – “meta-positioning” (the consideration of an issue from different perspectives), reflection, and inclination to reveal fallacious reasoning in one’s own thinking – are embodied in the procedures.

The procedures have been APPLIED in important decision-making processes in government, political, public, and commercial organizations in the USA, Israel, and Russia [e.g. NASA, “Israel ba-Aliya” (Israeli party), Association of Professional Pharmaceutical Organizations and “Invar” (Russia)].

The novel rational procedures have been POPULARIZED in:

- a) A course, titled “Decision-Making Procedures and Decision Support Systems”, taught for a number of years at the Jerusalem College of Technology;
- b) Radio shows on the REKA station, which is affiliated with “Voice of Israel”, as well as a TV show on channel “Uspeh” (Russia);
- c) Multiple conference talks, newspaper and internet articles, and publications in scientific and socio-political journals and books in the USA, Germany, Israel, and Russia.

THE CURRENT PRIORITY PROJECT ACTIVITY

The proposed procedures are complemented with new information technologies to assist users. Therefore, the project involves the development of a collection of novel software that will enable massive participation through Internet in all four phases of a rational decision-making process. In addition, tools for individual and group decision support will be developed and made accessible through a web interface. This collection of tools will create a new kind of human-oriented technology for decision-making on a wide range of issues, e.g. the ones mentioned above in 1) - 3).

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LIST of the 20 most significant publications over the past 20 years:

1. "Как мы принимаем решения." Das Land und Die Welt (Munich), 1990, 60, 51-60.
2. "Кто виноват и что делать?" Das Land und Die Welt (Munich), 1991, 64, 40-48.

3. "The POSAC approach to discriminant analysis for decision-making and judgement." In: The Proceedings of the Fourth International Facet Theory Conference. Prague, 1993, 434-442. (Co-author: S. Shye).
4. "Essay on narrowness." In S. Shye & O. Savelzon, Decision-Making and Consultation by Expert Systems: The Analysis of Partly Ordered Sets by Binary Comparison and Multiple Scaling. Jerusalem: Israel Institute of Applied Social Research, 1994, 69-140.
5. "The Russian-Soviet culture impact on procedural rationality: Decision-making of immigrant businesspeople from the ex-USSR in Israel." In: Collection of Materials of the International Conference on Personal Absorption. Netanya, Israel, 1998, 74-100.
6. "Шок перемен и культура рационального принятия решений." 22 Москва - Иерусалим (Jerusalem), 1999, 111, 134-148.
7. "Russia and Israel in the XXI Century. Prospects of Developing Rational Open Society." New York: Liberty Publishing House, 2000, 208pp.
8. "Развитие открытого общества в России и Израиле как компонент институционального и духовного процесса." Философские исследования (Moscow), 2003, №2(39), 77-120.
9. "Культура принятия решений как фактор прогресса России." Вопросы философии (Moscow), 2003, №10, 31-45.
10. "Политика эффективности – новое решение." Вопросы философии (Moscow), 2004, №10, 3-19.
11. "Россия и несвобода, Израиль и псевдомир." Философские исследования (Moscow), 2004, № 3-4, 83-138.
12. "Свобода выбора и процедурная рациональность." Общественные науки и современность (Moscow), 2005, №1, 109-121.
13. "От концепции открытого общества к практике открытой организации." Рефлексивные процессы и управление (Moscow), 2005, №2, 41-56. [Co-author: R. Vayntrub]
14. "Как инициировать развитие политики эффективности?" Nota Bene (Jerusalem), №9, 2005, 283-309.
15. «Постнеклассическая идеология и стабильный электоральный успех в России и Израиле.» In: На пути к постнеклассическим концепциям управления, Moscow: Институт Философии РАН, 2005, 231-254.
16. "Опыт избежания глупости." In: Проблема субъектов российского развития, Moscow: «Когито-Центр», 2006, 145-148.
17. "Теория и практика согласованного построения бренда компании и брендов продуктов на российском фармрынке." In: Брендинг в фармацевтике и парафармацевтике: российский опыт, Moscow: Литтерра, 2006, 23-38. [Co-author: R. Vayntrub]
18. "Network Transformation of Israeli Democracy: From Political Machinating to Policy of National Efficiency." System Research and Open Systems Management (Haifa), Issue 3, 2007, 101-118.
19. «В противовес глупости: к рационально-демократическому общественному движению.» Свободная мысль (Moscow), №10(1605), 2009, 123-136.
20. «Проект противодействия глупости в Израиле.» 22 Москва - Иерусалим (Jerusalem), №156, 2010.