

MANAGEMENT: USING INTUITION AS A BRAIN SKILL

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DOI: **10.5958/2249-877X.2021.00120.X**

ABSTRACT

According to a number of futurists, we are approaching an era of upheaval in which the economic and political environment will be marked by fast change, crises, and significant structural dislocations. Technological progress is likewise anticipated to be enormous. If these predictions are close to being accurate, future managers are likely to be confronted with the reality of having to make important choices under very challenging conditions on a regular basis. To begin with, tomorrow's top executives will have to deal with very complicated management issues. Second, they will often be forced to deal with these issues in situations where full data bases required for "left brain" (analytical, deductive) processing are either unavailable or too expensive to collect in a timely manner. Third, in order to meet their employees' growing expectations for a larger involvement in the decision-making process, top managers will need to make choices in a "high touch" way under these circumstances.

KEYWORDS: *Brain Skill, Executive Skills, Intuition, Intuitive Cognitive, Management Skill.*

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