

COE-SEMINAR

(in English)



Decision-making in the Real World

Dr. Zhichang Zhu

Decisions are derived by underlying assumptions. Social theorists have explored diverse and even conflicting assumptions upon rationality, information, communication, human nature, interest and environment-events, and based on which proposed a wide range of decision making models. It is imperative for practitioners and researchers to ask ourselves: (1) based on which assumptions and adopting what models are we doing our projects and research, (2) how are our assumptions and models related with the 'real world', (3) how realistic and effective are our decisions, suggestions and policies?

Based on theoretical explorations and case studies, this seminar urges for a pragmatic approach toward conflicting assumptions and models. To practice, pragmatism means sensitivity to context, willingness to take action, focus on consequence and openness to uncertainty. To research, pragmatism suggests that the hope for pursuing scientific inquiry and theory integration lies in sustaining intellectual conversations in open, plural communities. Pragmatism poses unique and challenging understanding upon some fundamental questions in knowledge management: what is knowledge, what is knowledge for, how to validate knowledge?

The seminar will tentatively explore links between pragmatism and *i* systems, a knowledge creation model developed in JAIST. Together with ongoing scientific explorations and sociological interpretations, a pragmatic sensibility will enable *i* systems to act as an inclusive and stimulating platform for facilitating robust innovation and knowledge creation.

The seminar will be accompanied with a 2-hour TV program on the NASA's Challenger launch decision.

Title: *Decision-making in the Real World*

Main Speaker: Dr. Zhichang Zhu, University of Hull, UK; Visiting Research Professor at JAIST

Date and Time: Nov. 2nd (Thu.), 13:30 – 15:30 Section one: Lecture and Discussion

15:40 – 17:40 Section two: TV program on NASA's Challenger launch decision

Place: Seminar Room K-84a (KS 3rd Building, 8FL)

