Varma (2019) argues that there are several factors that influence the decision-making process. For example, some of the factors like “consumers’ internal psychological factors, operators’ performance, safety and health, and environmental concern are the factors affecting the consumer intention to dine” at certain restaurants (Chen et al. 2017, p. 615). The decision-making process involves weighing up the pros and cons, and costs and benefits of each choice we make. Some decisions we make are routine or everyday matters while others may involve long-lasting effects (Nobles et al. 2015). Decision-making is based on people’s values and they determine how we live our lives (James 2018). Research suggests that people with a high IQ are more risk tolerant, patient and balanced when having to make decisions under uncertainty (Koszegi & Rabin, as cited in Deck & Jahedi 2015).

During the corporate decision-making processes, it is important to ensure that accountability and transparency are maintained at the utmost level (Australian Competition & Consumer Commission [ACCC] n.d.).

The image below highlights influencer decision-making cycle in eCommerce:


Huesing and Ludema (2017) state that successful global leaders work across geographic boundaries and have the ability to bring people from different geographic locations and cultures together with a common goal. A leader who can adjust their leadership style to match the needs of employees in each of the geographic locations will achieve much higher performance than a leader who leads based on values and needs in their own location (Huesing & Ludemā 2017). Leaders will also have to adjust to cultural diversities within their own country, like for example understanding and showing respect for Aboriginal and Torres Strait Islander cultures (Steering Committee for the Review of Government Service Provision 2016). There are many incidents of business failures due to a lack of cultural sensitivity (‘Cross-cultural leadership’ 2015). A global leader needs to be flexible to meet the needs of the various cultural backgrounds they deal with and also a foundation that shows clear goals and objectives that they want to achieve overall (Global Integration n.d.).


Nobles, TL, Mattison, B, Matsumura, EM, Best, P, Fraser, D, Tan, R & Willett, R 2015, Horngren’s financial accounting, 8th edn., Pearson Australia.

