

Krittika (2) have argued that decision makers using ANALYTICS need to be Perceptive (as opposed to Judgemental). But we argue that in cost leader strategy type, decision makers need not be too much perceptive as it is a case of low uncertainty, and vice versa in the case of differentiators and innovators.

So we propose the following.

H6. Decision making unit (DMU) in a cost leader organization should be composed of predominantly Judgemental type of personalities.

H7. Decision making unit (DMU) in a differentiation and innovation type of organization should be composed of predominantly Perceptive type of personalities.

3. Conclusions:

In this paper we gave interesting hypotheses relating analytics, strategy, culture and personality. We are in the process of carrying an empirical investigation; and we will get back with empirical results as soon as possible.

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