



یادداشت‌ها

کتاب تصمیم‌گیری و رای اعداد



دیباچه. افسانه قطبیت

- [1] Howell, William Smiley. *The Empathic Communicator*. Wadsworth Publishing Company, 1982.
- [2] Salamouris, Ioannis S. "How Overconfidence Influences Entrepreneurship." *Journal of Innovation and Entrepreneurship*, 2013, 2(1): 1-6.
- [3] Kahneman, Daniel, and Shane Frederick. "Representativeness Revisited: Attribute Substitution in Intuitive Judgment." *Heuristics and Biases: The Psychology of Intuitive Judgment*, 49 (2002): 81.
- [4] "2013 State of the Industry: Juice & Juice Drinks." *Beverage Industry*, July 10, 2013.
- [5] "The Great Juice Rush of 2013." *QSR*, March 2013.
- [6] Chabris, Christopher F., and Daniel J. Simons. "The Invisible Gorilla: And Other Ways Our Intuitions Deceive Us." *Harmony*, 2010.

۲. چارچوب‌بندی مسئله

- [1] The Current and Future State of the Sharing Economy, Brookings India IMPACT Series NO. 032017, March 2017.
- [2] Kaufman, Sarah M., and Jenny O'Connell. "Citi Bike: What Current Use and Activity Suggests for the Future of the Program." NYU Rudin Center for Transportation, February 2017.
- [3] Maizland, Lindsay. "A Chinese Company Tried Making Umbrella-Sharing a Thing. It Didn't Go Well." *Vox.com*, July 11, 2017.
- [4] Osborn, Alex F. (Author) and Lee Hastings Bristol (Foreword). *Applied Imagination: Principles and Procedures of Creative Thinking*. Scribner Book Company, Revised Edition, Paperback, April 1, 1979.

۳. روش بازگشت به عقب

- [1] Andreassen, Alan R. "Backward Market Research." *Harvard Business Review*, 1985, 63(3): 176-182.
- [2] Bryar, Colin, and Bill Carr. *Working Backwards: Insights, Stories, and Secrets from Inside Amazon*. Pan Macmillan, 2021.

۴. تبدیل شدن به بازجوی سختگیر داده‌ها

- [1] Wagner, Clifford H. "Simpson's Paradox in Real Life." *The American Statistician*, February 1982, 36(1): 46-48.

۶. از تحلیل به ترکیب

- [1] Minto, Barbara. *The Minto Pyramid Principle*. Minto International Inc., 1996.

۷. لحظه تصمیم‌گیری

- [1] Deloitte. "About the Business Chemistry Types." Available at: <https://www2.deloitte.com/us/en/blog/business-chemistry/2019/the-4-types.html>.
- [2] AWS. From "Elements of Amazon's Day 1 Culture." Available at: <https://aws.amazon.com/executive-insights/content/how-amazon-defines-and-operationalizes-a-day-1-culture/>.
- [3] Available at: <https://www.metoffice.gov.uk/research/approach/modelling-systems/dispersion-model>.
- [4] Available at: <https://www.usgs.gov/programs/VHP/comprehensive-monitoring-provides-timely-warnings-volcano-reawakening>.

۸. ارائه تصمیم

- [1] Campbell, Joseph. *The Hero with a Thousand Faces*, 3rd Edition. New World Library, 2008 (originally published in 1949).
- [2] Robson, David. "How East and West Think in Profoundly Different Ways." *BBC Future*, January 19, 2017. Available at: <https://www.bbc.com/future/article/20170118-how-east-and-west-think-in-profoundly-different-ways>.
- [3] Dawkins, Richard. *The Selfish Gene*, 2nd Edition. Oxford University Press, October 25, 1990.

۹. نرسیدن به تصمیم

- [1] Ospina Avendano, D. (2020). Available at: www.toolshero.com/change-management/beckhard-harris-change-model.
- [2] Beckhard, Richard, and Reuben T. Harris. *Organizational Transitions: Managing Complex Change*. Reading, MA: Addison-Wesley Publishing Company, 1987.
- [3] Available at:
<http://pastatenaacp.org/wp-content/uploads/2017/03/Beckhard-Harris-Change-Model-DVF.pdf>.
- [4] Mdletye, Mbongeni, Jos Coetzee, and Wilfred Ukpere. "The Reality of Resistance to Change Behaviour at the Department of Correctional Services of South Africa." University of Johannesburg, *Mediterranean Journal of Social Sciences*. 5(3): 548. doi:10.5901/mjss.2014.v5n3p548.
- [5] Available at:
<https://www.sec.gov/Archives/edgar/data/1018724/000119312516530910/d168744dex991.htm>.
- [6] Iyengar, Sheena. *The Art of Choosing*, Paperback, Twelve; Reprint Edition. March 9, 2011.
- [7] Available at: <https://circleforward.us/consent-is-a-third-option/>.

۱۰. ساختن فرهنگ شهود کتی

- [1] Davenport, T. H., and Patil, D. J. "Data Scientist." *Harvard Business Review*, 2012, 90(5): 70-76.

۱۱. آینده تصمیم‌گیری داده‌محور

- [1] Chui, M., J. Manyika, and M. Miremadi. "Where Machines Could Replace Humans __and Where They Can't (Yet)." *McKinsey Quarterly*, July 2016. Available at: <https://www.mckinsey.com/~media/mckinsey/business%20functions/mckinsey%20digital/our%20insights/where%20machines%20could%20replace%20humans%20and%20where%20they%20cant/where-machines-could-replace-humans-and-where-they-cant-yet.pdf>.
- [2] Kumar, A., and R. Telang. "Does the Web Reduce Customer Service Cost? Empirical Evidence from a Call Center." *Information Systems Research*, 2012, 23(3-part-1): 721-737.
- [3] Frank, M. R., D. Autor, J. E. Bessen, E. Brynjolfsson, M. Cebrian, D. J.

- Deming,... and I. Rahwan. "Toward Understanding the Impact of Artificial Intelligence on Labor." *Proceedings of the National Academy of Sciences*, 2019, 116(14): 6531-6539.
- [4] Karlinsky-Shichor, Y., and O. Netzer. "Automating the B2B Salesperson Pricing Decisions: a Human-Machine Hybrid Approach." *SSRN*. Presented May 6, 2019. Last revised November 18, 2020. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3368402.
- [5] Lava, Shari. "Why Automation Leveraging Shared Expertise and Operations Is the Future of Industry Ecosystems." *IDC*, 2022. Available at: <https://www.idc.com/getdoc.jsp?containerId=US48969222>.
- [6] Available at: <https://www.nist.gov/itl/ai-risk-management-framework>.
- [7] Available at: <https://www2.deloitte.com/us/en/pages/about-deloitte/articles/press-releases/deloitte-introduces-trustworthy-ai-framework.html>.
- [8] Available at: <https://www.ibm.com/watson/trustworthy-ai>.