

# Human Factor in Managerial Decision Making and a Comparison with Artificial Intelligence

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## Abstract

This article explores the value of human judgment and decision-making in contexts of uncertainty and pressure, from a qualitative analysis of the Captain Sullenberger case, known through the film “Sully: Miracle on the Hudson,” where the pilot decides to perform a water landing after an emergency that disabled both engines of the plane. The situation presented in the film exposes a dilemma that goes beyond aviation and impacts other fields of knowledge such as management, inviting the audience to ask themselves how humans make decisions when there is no time for a complete rational analysis and are in a critical situation. It proposes an academic identification and exploration of the “human factor” in management decision-making, especially in risky situations, and compares it with decision-making by language models such as artificial intelligence. Through academic reviews, qualitative interviews with organizational leaders and managers, and the study of cinematographic narrative, it is possible to identify how human factors - experience, intuition, emotions and context - affect the decision and change or guide the course of action in organizations. In this analysis, key elements are presented to recognize and rethink the decision models in the business environment, specifically under uncertain and urgent contexts that demand something beyond logic called “human factor.”

**Keywords:** automation; crisis respond; expertise; risk; uncertainty

