

Collectivism and strong social ties: What impact on the organizational decision-making process in Morocco?

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ABSTRACT

This study aims to explore the influence of collectivism and informal social ties on organizational decision-making in Morocco. We seek to understand how these cultural components shape decision processing within multinationals. The research employs a quantitative approach to analyze decision-making dynamics within multinationals implanted in Morocco. The study reveals that collectivist values strengthen team cohesion and sometimes slow down decision-making, internal social networks promote a good working climate while strong relationships reduce conflict but can hinder innovation. Finally, the study confirms that the social dimension of decisions improves their acceptability by employees.

Keywords: decision-processing; work climate; cohesion; social loyalty; hierarchy