

## **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