

## **Abstract**

The thesis examines the role of emotion, working memory and decision style in decision-making. Three hundred twenty-four (324) students from a technical institute participated in this study. The final data includes responses from three hundred students after excluding twenty-four incomplete responses. The average age of the sample was 24.9 years (SD 2.84), which comprised 59% female and 41% male. The majority of the participants were postgraduate students (59%). We examined the role of positive and negative emotion, working memory capacity, and rational and experiential decision style using heuristics and application of decision rules in decision-making. We measured the use of heuristics in terms of acceptance towards others' opinions. We used an essay on the education system to measure heuristics with two versions of source information, expert opinion and non-expert opinion. Findings reveal an association between positive emotion and the use of heuristics, and negative emotion is associated with applying decision rules in decision-making. Likewise, rational decision style is associated with applying decision rules, and experiential decision-making is associated with heuristics. However, the association between high working memory capacity and the use of heuristics is testified only in the expert essay version. We have discussed the contribution, limitations and implications of the findings.

Keywords: decision-making, emotion, rational decision style, experiential decision style, working memory capacity, heuristics