

The Power of Vicarious Emotions: Unveiling Decision-Making in Delegation

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Abstract

This research investigates the mechanics of decision delegation, focusing on the role of the delegate – a person who makes decisions on behalf of others without formal authority and does not benefit from the outcomes– and explores the motivations behind their choices. It examines how the delegate chooses between high desirability (e.g., hotel quality) and high feasibility (e.g., hotel price) options, considering varying degrees of social connection with the recipient of the choice. The study introduces the concept of vicarious emotional utility as a mediating mechanism in the delegated decision-making process. This reflects the delegate's anticipation of the emotional satisfaction which will be experienced by the receiver. The findings contribute to the theoretical understanding of delegation in decision making.

Track: Tourism Marketing