

“HOW CAN I KNOW WHAT I THINK TILL I SEE WHAT I SAY?” SENSEMAKING OF THE DECISION-MAKING PROCESS IN THE CONTEXT OF SUSTAINABILITY TRANSITIONS

BÁRBARA IVY CREMA DE VASCONCELOS
UNIVERSIDADE DO VALE DO ITAJAÍ (UNIVALI)

Agradecimento à órgão de fomento:

"This study was financed in part by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brasil (CAPES) - Finance Code 001".

“HOW CAN I KNOW WHAT I THINK TILL I SEE WHAT I SAY?” SENSEMAKING OF THE DECISION-MAKING PROCESS IN THE CONTEXT OF SUSTAINABILITY TRANSITIONS

Introdução

Studies involving the perspective of sustainability transitions interrelated with sensemaking become relevant because, as Weick (1995) points out, sensemaking organizes experiences within organizations and reflects how people interpret. In this context, the process of sensemaking occurs when there is a significant discrepancy between expectations and lived experiences, leading individuals or groups to question the situation and reflect on the actions to be taken (Maitlis & Christianson, 2014).

Problema de Pesquisa e Objetivo

In essence, the aim of this essay is to construct and explain two frameworks that provide a deeper understanding of the meanings of the decision-making process and its implications for sustainability transitions in organizational contexts, through a conceptual approach that emphasizes understanding the concepts involved in the phenomenon under study. Considering that a framework is constructed through literature reviews with the aim of identifying patterns and similarities between concepts to create an abstract representation that can be used to analyze and reproduce the phenomenon in question

Fundamentação Teórica

Sensemaking, as a process of constructing and interpreting meanings, offers a theoretical and practical approach to understanding how individuals and organizational groups construct and attribute meanings to the phenomena around them (Weick, 1995). In the context of sustainability transitions, sensemaking allows for exploring how organizational actors interpret and make sense of the necessary changes, considering the different views and values involved.

Discussão

Organizations are affected by normative and regulatory contexts that can result in organizational inertia, where routines are reinforced (Menon, 2022). As such, prevailing narratives around sustainability may be shaped by dominant interests and ideologies. Deconstructing these hegemonic narratives and questioning underlying assumptions can create space for the emergence of alternative narratives that emphasize equity, social justice, and inclusion. This critical reflection can lead to a redefinition of the problems and challenges faced, as well as new innovative and transformative solutions.

Conclusão

In this approach, the propositions presented here lead to a conclusion that emphasizes the recognition of the significance of the decision-making process in favor of sustainability transitions, through the exploration of ongoing narratives. Decision-makers, upon achieving such discernment, will have the ability to identify, reflect on, and denounce the spatial and temporal impacts, as well as the inherent trade-offs in this process.

Referências Bibliográficas

Avelino, F. (2021). Theories of power and social change. Power contestations and their implications for research on social change and innovation. *J. Political Power* 14, 425–448. Basu, K., & Palazzo, G., (2008). Corporate social responsibility: a process model of sensemaking. *Acad. Manag. Rev.* 33 (1),

122e136. <https://doi.org/10.2307/20159379>. Maitlis, S., & Christianson, M. (2014). Sensemaking in organizations: Taking stock and moving forward. *The Academy of Management Annals*, 8(1), 57-125.
Weick, K. E. (1995). *Sensemaking in organizations*. Sage.