

**The Efferent and Aesthetic Business Person's Decision Making Process:  
A Pragmatic Family Business Affair  
"First Class Destination"**  
(1<sup>st</sup> P.R. award winner LCD worldwide)

**Leticia Rodríguez Talavera  
Business Communication Department  
School of Business  
Río Piedras Campus  
University of Puerto Rico**

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Traditionally entrepreneurship has been viewed as pragmatic action. To make decisions to bring forth creative products and services is the main trend in entrepreneurship experience. This process requires a negotiation transaction of verbal, non-verbal, and soft skills events. One could assert that entrepreneur's deep-rooted desire to understand the dynamics of transaction is the principal underlying social (business) communication affairs. (Frerie, 2000 ed.). To use a phrase borrowed from semiotics; in "efferent and aesthetic decision making" (Pierce & Welby, 2000 ed.) the entrepreneur utilizes evolving perceptions of reality, takes risks, hypothesizes, verifies, synthesizes, analyzes, and subjects to questioning the transactions and its pragmatic nature.

In semiotic terms, when utilizing the mental schemata for decision making transaction and performed (praxis). Thus, in business decision making the deep impetus is to create meaning the sought for effect is to permeate informed decisions and create effective business scenarios.

The entrepreneur views other individuals as bringing to the business situations experiences unique to his/her set of personal, social, linguistic, and, of course, cultural experiences. The semiotic/pragmatic theory of meaning (Pierce & Welby, 2000 ed.) develops the notion of language as an event in multiple degrees of decision making united by the force of in this case a business affair. Because of the context in which a business situation occurs it may modify, a business person's active cognitive schematic and influence reactions. Therefore, there is a complex transaction between the business person and the diverse scenarios he/she partake from.

Entrepreneurs, intertwine in two worlds. Being these the aesthetic and efferent world, the first pertains to the arts, the second to logic schema. Both thinking processes become one when used through well thought soft skills. One could acknowledge that once the aesthetic process and

efferent cognitive schema of the brain correlate, business entrepreneur affairs become the totality of the business persons thought processes.

John Dewey (1998, ed.) in his book *Human Nature and Conduct* speaks about the link between scientific reasoning and aesthetic perceptions. For Dewey the effective and logical processes are entwined in the formation of one's world view. However, he makes a strong argument for efferent impulses in the mind to shape and refine through aesthetic perceptions the logical processes.

In the entrepreneurs scenarios decision making is performed through the four language processing of understanding, speaking, reading, and writing. Further, if one adopt's semiotics perspective to this process, aesthetics and logic are in a constant state of transaction; language and thought transact to create meaning (business affairs) thus this process allows meaningful thought in the creation by products and services. Leo Vygotsky's work also accentuates the previously discussed premises, although it shelter's a variety of scenarios.

Decision-making is the process of questioning and creating hypotheses and syntheses. In short, it is looking beyond the surface of phenomena to probe the nature of things (Vygotsky, 2001 ed.). It is a process of revolutionary thought and stimulating previous framework of knowledge. It is also at the heart of business endeavors.

Vygotsky illustrates that to question the nature of things is to resolve doubts and to fix beliefs. Furthermore, he describes this process as an active one in which the individual makes inferences and validates them through the world of experiences. This process of transaction involves inference formation. Its divide, for heuristic purpose, into three aspects in which the author applies to entrepreneurs thought processes: abduction, deduction and induction as indicated

in Peirce work. This previously stated transaction allows entrepreneurs thinking illuminate is scientific statues.

Such is the case of the business “First Class Destination” a Puerto Rican business (netamente puertorriqueña) a family owed business by Rodríguez and Duran which has existed over 18 years. The business started by buying a Taxi as a transportation mean to gain money for their commodities, and ended after 10 years in to an 1 billion dollars estate.

One must give credence of the entrepreneurs risk taking events. Retrospection and leadership become the parallel edge in the process of evolution of a business. A futuristic perspective of the needs of national and international spheres is a variable that fine tunes decision making. This process leads the entrepreneur not only with a business but with a constantly evolving partake of ideas, perceptions and pragmatic endeavor of how to lead growth into its “frame work”. Growth throughout its immediate success and futuristic standing.

Its social endeavor as a transportation need in society also takes its merits and “razón de ser” in the busy world of national and international spheres. The mental processes of the entrepreneur and its business could be compared to a train always in motion without a definite destination. I will now lead your through the mission of an ever evolving family business “FIRST CLASS”. Their business logo “First class destination solution upgrade your experience” is one that integrates the notion that customers that use First Class transportation means are going to have a variety of services that will make their business or leisure trip to Puerto Rico more relaxing. The company takes care of all the logistics of the needs of their clientele while providing them with unmemorable experiences.

The Limousine Class Transportation (LCT) the most prestigious private transportation association that encompasses world events for private transportation of small businesses organizes

conventions three times a year. In 2012, FIRST CLASS was awarded for its outstanding systematic operation services. This has been the first company from Puerto Rico to be nominated and become a finalist award winner.

In the year 2013 the association (LCT) was celebrated in Puerto Rico and FIRST CLASS was its host. The company transported and provided the logistics for all the convention, it shared business experiences with getaway adventures to the most important tourist places in the island.

Today the company stands evolving into difference business national and international spheres. The following pragmatic social event of transportation has changes from a denotative meaning “business” to a challenging “meaning affair.”

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