Applied Behavioral Economics Research and Trends

Part of the Advances in Finance, Accounting, and Economics Book Series

Rodica Ianole (University of Bucharest, Romania)

Description:

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Applied Behavioral Economics Research and Trends provides a comprehensive examination of the social, psychological, and emotional factors in organizational behavior and economic decision-making and how these issues provide a deeper understanding of various economic behaviors. Highlights relevant coverage across a range of topics, such as consumer behavior, inter-temporal choices, and self-employment.
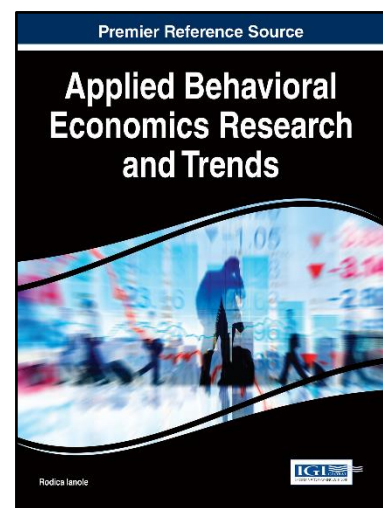
Readers:

This book is ideally designed for managers, researchers, professionals, graduate students, and practitioners seeking scholarly material on the implications of behavioral economics across numerous industries.

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Rodica Ianole is Associate Professor at the Faculty of Business and Administration, University of Bucharest, Romania. She holds a PhD in Behavioral Economics, a master degree in Economic Cybernetics and Quantitative Economics and a bachelor degree in Business Administration.