



SIG 13 - SM - Strategic Management

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

ST13_02 - Behavioral Strategy

Proponents:

Philip Meissner, ESCP Europe; Torsten Wulf, University of Marburg.

Short description:

Behavioral Strategy has developed into an important new sub domain of strategic management research. By combining psychological research with the strategy domain, Behavioral Strategy aims at grounding strategic management on more realistic assumptions regarding human judgment and interaction. It thus transfers psychological research to an organizational context asking questions like "How can an improved psychological architecture of the firm lead to competitive advantage?"

Long description:

Behavioral Strategy has developed into an important new sub domain of strategic management research. By combining psychological research with the strategy domain, Behavioral Strategy aims at grounding strategic management on more realistic assumptions regarding human judgment and interaction. It thus transfers psychological research to an organizational context asking questions like "How can an improved psychological architecture of the firm lead to competitive advantage?" Research in the domain focuses on areas such as:

- Bounded rationality in competitive markets
- Cognitive biases and their impact on the strategic decision-making process
- The role of heuristics and emotions in management decisions
- Cognitive schema and management perception
- Prospect theory and risk-taking
- The psychology of bargaining and organizational politics
- The social psychology of group decision making



Keywords:

Behavioral Strategy

Cognition

Emotion

Biases

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2019/author-s-guidelines.html>