

## Special Issue

# Bounded Rationality: Bridging Cognition and Emotion in Decision Making

### Message from the Guest Editor

This Special Issue explores the cognitive and emotional foundations of bounded rationality—how decision-making is constrained by limited information and cognitive capacity, leading to satisficing rather than optimal choices. While traditionally focused on cognitive constraints and reasoning fallacies, recent research emphasizes emotion, including motivation, intuition, regret, and social norms. Topics include cognitive limits, heuristics, time constraints, emotional influences (fairness, risk perception), and cognitive dissonance. We invite interdisciplinary contributions (behavioral economics, psychology, marketing) to advance understanding of bounded rationality through original research, reviews, and case studies, fostering dialogue among researchers.

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### Guest Editor

Prof. Dr. Marcus Selart

Department of Strategy and Management, Norwegian School of Economics, 5045 Bergen, Norway

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### Deadline for manuscript submissions

25 June 2027



## Behavioral Sciences

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## About the Journal

### Message from the Editor-in-Chief

With warm greetings, it is a pleasure to invite you to contribute a research article or comprehensive review for consideration and publication in *Behavioral Sciences*. *Behavioral Sciences* is an international, scientific, open access journal providing an advanced forum for discussions and research regarding the intersection between psychiatry, neuroscience, psychology, cognitive and behavioral sciences, and behavioral biology. More information are available at: <https://www.mdpi.com/journal/behavsci>. We would be pleased to welcome you as one of our authors and have the opportunity to consider your work for publication.

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### Editor-in-Chief

Prof. Dr. Jerrell Cassady

Department of Educational Psychology, Ball State University, Muncie, IN  
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