

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.

Guest Editor

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Editor-in-Chief

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