

Special Issue

Managerial Decision Making: A Sustainable Behavioral Approach

Message from the Guest Editors

The move to sustainability requires managers to adopt new ways of deciding and operating. However, the presence of cognitive limitations and behavioral biases tends to hamper this move. In fact, the behavioral economics literature has long identified behaviors that are not aligned with fully rational decision-making, highlighting the role of psychological factors and biases affecting the decision-making process. In particular, the behavioral economics literature not only shows that decision-makers exhibit systematic deviations from the predictions derived from normative models—that is, models assuming full rationality—but also offers possible solutions to overcome such cognitive limitations. Therefore, the adoption of a behavioral economics approach would represent an important tool to help managers and decision-makers to move companies toward sustainability. In this Special Issue, we invite authors to submit theoretical and empirical research articles addressing advances on the behavioral economic approach from a sustainability perspective.

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Deadline for manuscript submissions

closed (31 July 2021)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



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I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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