

Reassessing Synergies in Behavioral Economics and Organizational Theory: A Paradigm Shift in Management Science

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Abstract. This paper explores the evolving intersection of behavioral economics and organizational theory, presenting a critical re-evaluation of long-held assumptions in management science. By employing a mixed-methods approach involving quantitative analysis of corporate decision-making data and qualitative case studies, we identify new synergies that challenge traditional paradigms. Our findings indicate that integrating behavioral insights into organizational frameworks enhances decision-making processes and promotes resilience in dynamic markets. This research contributes to the theoretical discourse by proposing a novel framework that aligns individual behavioral tendencies with organizational objectives, thereby offering actionable strategies for practitioners.

Keywords: Behavioral Economics, Organizational Theory, Management Paradigms, Decision-Making Processes, Interdisciplinary Approaches, Empirical Analysis, Corporate Resilience

Introduction

In the contemporary global landscape, organizations face unprecedented challenges characterized by rapid technological advancement and shifting market dynamics. The relevance of understanding behavioral economics in conjunction with organizational theory has never been more critical. As we advance into the years 2024-2026, the pressures of economic volatility, workforce diversification, and the urgency for sustainable practices

necessitate a profound reevaluation of established management concepts. Behavioral economics provides insights into the decision-making processes of individuals, while organizational theory addresses the structural and cultural dynamics within organizations. Despite significant advancements in both domains, the interaction between behavioral economics and organizational theory remains underexplored, leading to a gap in effectively addressing real-world management issues. This paper seeks to fill that gap by critically reassessing the synergies between these fields. We will first delineate the foundational concepts of behavioral economics and their implications in organizational settings. Subsequently, we will present empirical evidence illustrating how blending these two domains can foster innovation and resilience. The paper will also explore case studies that exemplify successful integrations of behavioral insights in management practices. We aim to provide a comprehensive framework that not only enhances theoretical understanding but also offers practical applications for managers facing complex decision-making scenarios. The findings underscore the importance of an interdisciplinary approach, urging management practitioners to leverage insights from behavioral economics to optimize organizational outcomes. By bridging these two fields, we propose a refined methodology for addressing management challenges in an increasingly complex environment. Ultimately, this research advocates for a paradigm shift in management science, urging scholars and practitioners alike to reconsider foundational principles and embrace a holistic view of organizational dynamics. The structure of the paper is as follows: we will first review relevant literature, followed by a discussion of our methodology, presentation of findings, and concluding with practical implications and future research directions.

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