

## عنوان مقاله:

Behavioral Game Theory in Organizational Context

## محل انتشار:

کنفرانس بین المللی پژوهشهای نوین در مدیریت، اقتصاد و حسابداری (سال: 1394)

تعداد صفحات اصل مقاله: 5

## نویسنده:

Tuna Uslu - *Gedik University, Occupational Health And Safety Program, Istanbul*

## خلاصه مقاله:

This study generally deals with the instruments used by cognitive neuroscience applications to ponder behaviors of individuals, how cognitive neuroscience is used to examine interaction between employees and how it can be used to model social dynamics with examples from the relevant literature while evaluating the effects of these studies on individuals and society. The first part includes new theories and scientific findings in the fields of business management, economy and psychology. The research part includes the procedures, statistical results and findings of the test we applied. The reactions within the economic decision making process were examined by the ultimatum game which was used experimentally within the framework of behaviorist fame theory. In the research section, reactions in economic decision-making process according to the relations and social roles were examined experimentally by using the mini-ultimatum game. The last part evaluates the practical outcomes of these studies and possible effects on fields like business management and economy. We also mention about an outline and contextual constraints for the possibility of conducting these studies in Turkey. According to findings, similar results were found almost every scenario for the alternatives of manager and unknown person while the same condition is not observed for the alternatives of manager and colleague . Considering the decisions of working relations as decisive in the decisions of participants, we expected that manager and colleague scenarios would be similar while these findings indicated that decisions are determined by social relations regardless of being within a working environment or not. The results of the experiment show that the decisions of participants are shaped by their relations rather than their social roles

## کلمات کلیدی:

social cognitive neuroscience, experimental economics, behavioral game theory, social choice, ultimatum game

## لینک ثابت مقاله در پایگاه سیویلیکا:

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