

Behavioral Supply Chain Contracting

Decision Biases in Behavioral Operations Management

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<https://shop.lexisnexis.at/behavioral-supply-chain-contracting-9783658238841.html>

Details

Behavioral operations management is a new and growing research field incorporating behavioral aspects of decision making into operations management models, challenging the assumption of fully rational decision makers. Behavioral aspects include risk-aversion, mental accounting, reference points, or bounded rationality.

In this book the author presents experimental and empirical studies that address behavioral decision making in the supply chain contracting context. First, different behavioral aspects are incorporated in the decision making process of a buyback and a revenue sharing contract. Second, an empirical decision maker is analyzed facing a service level contract. Potential readership includes scholars and graduate students who are interested in the field of behavioral operations management and practitioners looking for behavioral aspects of decision making in supply chain contracting context.

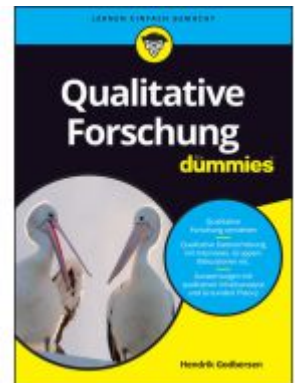
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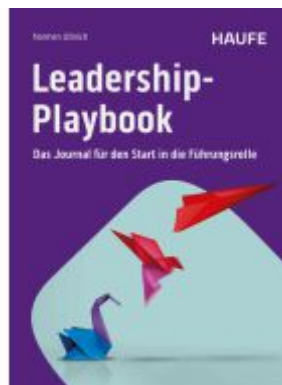
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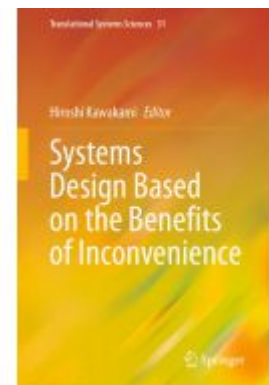
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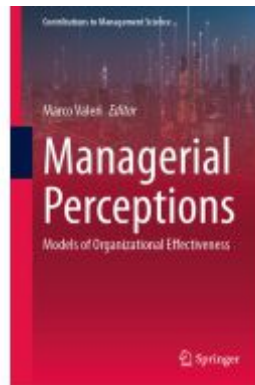
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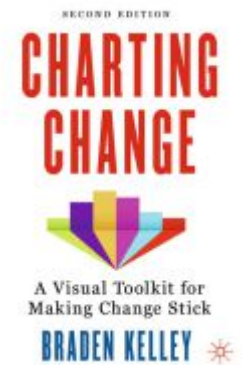
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