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Nota di contenuto	Part I: Theory -- 1. Engaging with Behavioral Operational Research: On Methods, Actors and Praxis; L. Alberto Franco and Raimo P. Hämäläinen -- 2. Behavior with Models: The Role of Psychological Heuristics in Operational Research; Konstantinos V. Katsikopoulos -- 3. Behavior in Models: A Framework for Representing Human Behavior; Andrew Greasley and Chris Owen -- 4. Behavior beyond the Model; Leroy White -- Part II: Methodology -- 5. Simulation and Laboratory Experiments: Exploring Self-Organizing Behavior in a Collective Choice Model; Santiago Arango-Aramburo, Ann van Ackere and Erik R. Larsen -- 6. Misperception of Behavioral Operations and Bodies of Knowledge; Paulo Gonçalves and Sebastian Villa -- 7. Agent-Based Modeling and Behavioral Operational Research; Duncan A. Robertson -- 8. Modeling Behavioral Decision Making: Creation and Representation of Judgment; Martin H. Kunc -- 9. Big Data and Behavior in OR: Towards a "Smart

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Sommario/riassunto

Behavioral research is making a significant impact on many academic disciplines. Its status as the source of some of the most profound research in the social sciences is unparalleled. Therefore, it is not surprising that interest in Behavior and Operational Research (OR) is burgeoning, even though understanding the relationship between knowledge, behavior and action has been an academic preoccupation in OR since the beginning of the discipline. This book introduces the idea of Behavioral OR, where the theoretical and empirical developments in the behavioral field are making an impression on OR academics and practitioners alike. The book provides a much needed overview that connects together theory, methodology and practice and offers the "state of the art" on Behavioral Operational Research theory and practice. The book not only includes chapters by leading academics, but also includes rich and insightful real-life case studies by practitioners. .
