

1. Record Nr.	UNINA9910254913103321
Titolo	Behavioral Operational Research : Theory, Methodology and Practice // edited by Martin Kunc, Jonathan Malpass, Leroy White
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137535511 1137535512
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XXX, 395 p. 44 illus., 18 illus. in color.)
Disciplina	658.40301
Soggetti	Operations research Business logistics Strategic planning Leadership Operations Research and Decision Theory Logistics Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
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

OR"; Leroy White, Katharina Burger and Mike Yearworth -- 10. Behavioural Issues in the Practical Application of Scenario Thinking: Cognitive Biases, Effective Group Facilitation and Overcoming Business-as-Usual Thinking; Stephanie Bryson, Megan Grime, Adarsh Murthy and George Wright -- 11. The Impact of Group Model Building on Behaviour; Etiënne A.J.A. Rouwette -- Part III: Practice -- 12. Behavioral Operational Research in Practice: A Brief Overview; Katharina Burger and Jonathan Malpass -- 13. Healthcare: Human Behavior in Simulation Models; Sally C. Brailsford -- 14. Service Operations: Behavioral Operational Research in BT; Jonathan Malpass -- 15. Smart Cities: Big Data and Behavioral OR; Leroy White, Katherina Burger and Mike Yearworth -- 16. Mergers and Acquisitions: Modelling Decision Making in Integration Projects; Shanie Atkinson and Michael Shayne Gary -- 17. Supporting Strategy: Behavioral Influences on Resource Conceptualization Processes; Kenneth Huh and Martin H. Kunc -- Part IV: Future Directions -- 18. The Past, Present and Futures of Behavioral Operational Research; Geoff Royston. .

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. .