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Nota di contenuto	Introduction -- The Ethics of Organizational Neuroscience. Section Introduction: The Ethics of Organizational Neuroscience Research and Applications -- On the Ethics of Neuromarketing and Sensory Marketing -- Neuroethics in Leadership Research and Practice -- 'Murder They Said' - A Content Analysis and Further Ethical Reflection on the Application of Neuroscience in Management -- Consumer Neuroscience: Recent Theoretical and Methodological Developments for Research and Practice Using a Cube-Model -- Neuroenhancement at Work: Addressing the Ethical, Legal, and Social Implications -- The Neuroscience of Organizational Ethics. Section Introduction - The Neuroscience of Organizational Ethics -- Decision Neuroscience and Organizational Ethics -- Corporate Social Responsibility and Dehumanization -- Corporate Social Responsibility and Dehumanization -- The Neuroscience of Empathy and Implications for Business Ethics -- Neural and Behavioral Insights into Online Trust and Uncertainty -- Anger Expression in Organizations: Insights from Social

Understanding and improving how organizations work and are managed is the object of management research and practice, and this topic is of longstanding interest in the academia and in society at large. More recently, the contribution that the study of the brain could make to, notably, our understanding of decisions, emotional reactions, and behaviors has led to the emergence of the field of “organizational neuroscience”. Within the field of management, organizational neuroscience seeks to explore linkages between neuroscience research, theories, and methods and management research. Its primary goal is to incorporate findings on the cognitive processes underlying the thoughts, behaviors and attitudes of organizational actors in order to better inform management theories, and to assist in understanding, predicting and improving these behaviors in the workplace. As a result, we have seen in the last decade a flurry of research projects and publications in organizational neuroscience, as well as novel or rejuvenated innovations around neuromarketing, neuroleadership, and cognitive enhancement in the work place, to name a few. However, research and practical applications in organizational neuroscience pose profound ethical challenges about, for example, organizational responsibility in the responsible use of scientific innovation. Drawing on recent debates in the field, and in response to upcoming ethical challenges of organization neuroscience, this book introduces “organizational neuroethics” as an emerging interdisciplinary field that addresses the ethics of organizational neuroscience research and applications, as well as the neuroscience of organizational ethics. The first part focuses on the ethics of organizational neuroscience and several chapters tackle the ethics of neuromarketing or neuroleadership and discuss the ethical issues associated with neuroenhancement practice in the workplace. The second part of the book addresses cutting-edge topics in the neuroscience of organizational ethics. Written by international experts in the fields of management, neuroscience, ethics, and social science, this book will be of prime interest to practitioners, researchers and students in the various fields concerned with improving management research and practices, as well as organizational ethics.
