



Behavioral Economics and Strategy

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

Behavioral Economics, once on the fringes of the discipline, has become a widely accepted field. Both governments and private organizations have begun to use lessons from the discipline in developing strategic plans and public policy, both directly (*e.g.*, through the UK's Behavioural Insights Team, also known as the Nudge Unit) and indirectly (through influence on the theories used to predict the likely outcomes of initiatives).

This Special Issue aims to highlight the creative use of Behavioral Economics in research on planning and strategy in both the private and public spheres. Examples of areas of interest include, but are not limited to, studies of managerial decision-making, marketing strategies, health policy, education policy, and the solicitation of charitable donations.

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Guest Editor





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Editor-in-Chief

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Message from the Editor-in-Chief

I'm thrilled to take the leadership reins of the *International Journal of Financial Studies* and welcome the opportunity to make it one of the vanguard open-source scientific journals in our field. I eagerly look forward to working with the journal editorial team in building upon the quality instilled by my predecessor to develop the title further and broaden the appeal to other new finance research areas while keeping our core a high-quality finance journal that serves and highly values the scientific community, readers and authors alike. *IJFS* aims to publish high-quality manuscripts in both theoretical and empirical finance spanning all the major research areas in the field. It aims to provide an outlet for original finance scholarly research that promotes interaction among finance scholars and practitioners and bridges the divide that can exist between them.

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