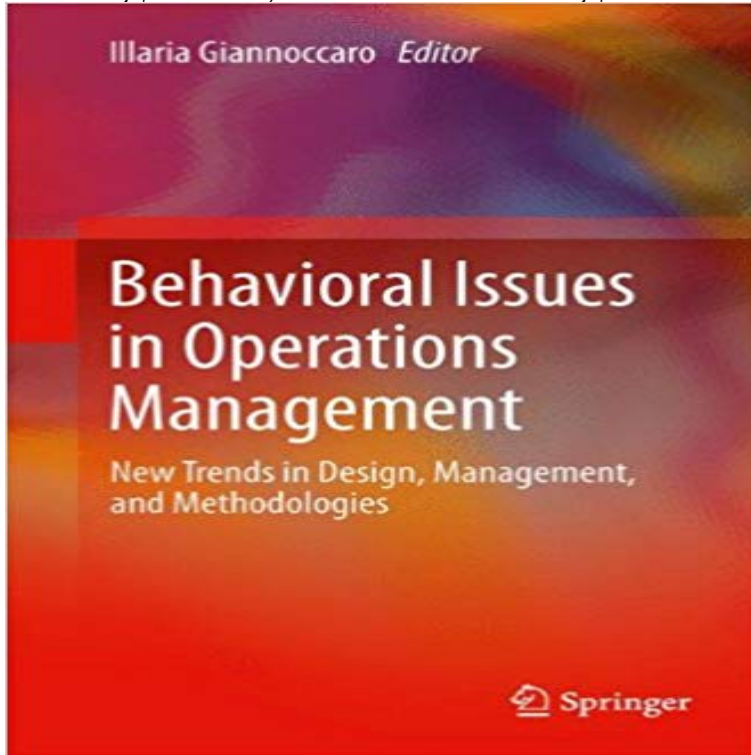


Behavioral Issues in Operations Management: New Trends in Design, Management, and Methodologies



Behavioral Operations Management has been identified in the last years as one of the most promising emerging fields in Operations Management. Behavioral Issues in Operations Management explains and examines up-to-date research in this field, which works to analyze the impact of human behavior on the management of complex operating systems. A collection of studies from leading scholars presents different methodologies and approaches, supported by real data and case studies. Issues such as building trust and strong cooperative relationships with suppliers, enhancing motivation and designing proper incentives for stimulating more effective decision maker behaviours are considered. The main decision-making processes affected by behavioral issues are also analyzed with a focus on new product development, logistics, and supply chain integration. The broad coverage of methodologies and practical implications makes Behavioral Issues in Operations Management an ideal reference for both researchers developing new topics such as NK fitness landscapes and managers with an interest in behavioral management operations.

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