



**Call for Papers: Special issue of *NHRDN Journal*  
Implications of Behavioural Economics for HR Practice  
Deadline: 15<sup>th</sup> October 2020**

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Herbet Simon (1955) was one of the first to suggest the application of psychological principles to human decision making. Almost two decades later, Daniel Kahneman and Amos Tversky published irrefutable findings on several heuristics and biases in economic decision making (e.g., Kahneman & Tversky, 1979; Tversky & Kahneman, 1974). Their pioneering work was followed by a stream of research which laid the foundation of the discipline.

Ideas of behavioural economics have since been popularized in several best-selling books (e.g., Ariely & Jones, 2008; Kahneman, 2011; Thaler & Ganser, 2015; Thaler & Sunstein, 2009) and have been applied to diverse areas such as helping individuals save more for retirement, designing incentives for managers, persuading organ donation, and dealing with self-control problems.

Human Resource Management deals with aspects of employment and management of people in organizations (Armstrong & Taylor, 2014). HR practices are built on principles of individual and group behaviour and are incomplete if not informed by behavioural economics. As the HR profession strives to become more evidence-based (e.g., Pfeffer, & Sutton, 2006; Rousseau & Barends, 2011), it is necessary for HR managers to be aware of the advances and applications of behavioural economics to HR profession.

### **Aim and Scope of the Special Issue**

This special issue aims to enhance knowledge on the practical applications of behavioural economics for human resource managers. The special issue is open to a range of themes and multi-disciplinary approaches, including, but not restricted to, current and potential applications of behavioural economics to:

1. Employer branding, recruitment, and selection
2. Compensation and benefit design, executive compensation, and salary negotiations
3. Corporate communication, policy acceptance, and adherence
4. Performance management
5. Training
6. Industrial relations and collective bargaining
7. Leadership and change management
8. Coaching and counselling
9. Compliance with safety, health, and environment guidelines
10. Employee wellness and well-being

### **Submission Guidelines**

Papers may be submitted via email to [zubin@tiss.edu](mailto:zubin@tiss.edu) until the deadline of 15<sup>th</sup> October 2020. Papers should be between 4000 and 7000 words (excluding abstract but including notes and references) and must follow the guidelines of the *NHRDN Journal* (<https://journals.sagepub.com/author-instructions/NHR>).

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