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IJABE encompasses how preferences, attitude, and behavioral issues influence economic agents involved in business and organizations. Special attention is given to the impact that globalization and digitalization have on businesses and organizations from a behavioral point of view. An interdisciplinary approach is required, as economics, psychology, sociology, and anthropology are domains that contribute to understanding complex economic behavior, its triggers, and its practical implications. The journal encourages practice-oriented research papers from academics and reflective papers from practitioners, as well as case studies. Both quantitative and qualitative research papers are welcomed, as well as research that uses innovative methodologies to explore new insights in the field and theory.

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- Loss aversion and risk evaluation at business and organizational level
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- The overconsumption society: determinants and effects in the globalization age

EDITOR-IN-CHIEF BIO

Elena Druica is full professor in Decision Theory and Behavioral Economics at the faculty of Business and Administration, University of Bucharest. She graduated from a faculty of Mathematics, she earned a Ph. Degree in Probability Theory and another one in Economics, and she’s currently the head of the Department of Economic and Administrative Sciences within the University of Bucharest. She has been working as journals editor from 2003.

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