Table of Contents

International Journal of Applied Behavioral Economics
Volume 5 • Issue 4 • October-December-2016 • ISSN: 2160-9802 • eISSN: 2160-9810
An official publication of the Information Resources Management Association

Research Articles

1 Experience and History: An Experimental Approach to Generational Heterogeneity
Marianna Baggio, University of Trento, Trento, Italy
Luigi Mittone, University of Trento, Trento, Italy

24 Loss Aversion on the Links: Penalized Pro Golfers Fall Prey to Decision Bias
Todd A. McFall, Department of Economics, Wake Forest University, Winston-Salem, NC, USA

41 Adherence: A Behavioral Economists’ View
Michael Möcker, Chair of Economic Policy, University of Hagen, Hagen, Germany
Klaus Mann, Department of Psychiatry and Psychotherapy, University Medical Center Mainz, Mainz, Germany

Book Review

54 The Marshmallow Test: Mastering Self-Control
Viktor Laskov, Faculty of Business Administration, University of Bucharest, Bucharest, Romania

56 The Tyranny of Experts: Economists, Dictators, and the Forgotten Rights of the Poor
Adam Ioana, Faculty of Business and Administration, University of Bucharest, Bucharest, Romania

COPYRIGHT
The International Journal of Applied Behavioral Economics (IJABE) (ISSN 2160-9802; eISSN 2160-9810), Copyright © 2016 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Applied Behavioral Economics is indexed or listed in the following: Bacon’s Media Directory; Cabell’s Directories; Google Scholar; INSPEC; JournalTOCs; MediaFinder; RePEc; The Standard Periodical Directory; Thomson Reuters; Ulrich’s Periodicals Directory