

INTERNATIONAL JOURNAL OF APPLIED BEHAVIORAL ECONOMICS

January-March 2012, Vol. 1, No. 1

Table of Contents

EDITORIAL PREFACE

- i *Elena Druică, University of Bucharest, Romania*
 Viorel Cornescu, University of Bucharest, Romania

RESEARCH ARTICLES

- 1 **Alterity, the Trick that Builds Up a Human Society: The Day that Tomasello Met Economics—A Concept Paper**
 Smărandița Tapalagă Gheorghincă, Heidelberg University, Germany
 Elena Druică, University of Bucharest, Romania
- 12 **Economic vs. Non-Economic Determinants of Diversification and Specialisation in Agriculture**
 Daniel E. May, Harper Adams University College, UK
 Graham J. Tate, University of Wolverhampton Business School, UK
 Leslie Worrall, Coventry University Business School, UK
- 29 **Motivational Patterns and the Performance of Entrepreneurs: An Empirical Study of Women Entrepreneurs in South-West Nigeria**
 Chinonye Okafor, Covenant University, Nigeria
 Roy Amalu, Covenant University, Nigeria
- 41 **Remittance Behavior of Migrants and its Macroeconomic Effects in Four Developing Countries**
 Anupam Das, Mount Royal University, Canada