

EDITORIAL

Defining *Homo Economicus* nowadays is a challenging activity that generates many academic debates inside the discipline. The parameters of the analysis of economic behavior have radically changed in the last decades, under the influence of both external phenomena and internal reconfiguration. Managing huge quantities of information and knowledge, permanently striving for innovation, increasing overall performance and competitiveness are just some of the daily concerns in our society, society transformed also from a production-oriented one to a structure governed by consumption and hyper consumption.

In order to understand this new context, a series of neglected variables were reintroduced into the economic discourse: preferences (constitution and dynamics: fairness, selfishness, altruism, cooperation etc), feelings and emotions, non-cognitive skills, heuristics and cognitive biases, cultural influences, market inefficiencies and so on. Also, new research methodologies have been developed, stimulating the extension of new branches like experimental economics and neuroeconomics.

The International Journal of Economic Behavior (IJEB) intends to capture this paradigmatic shift, to explore its different meanings and representations across different research communities and to promote an interdisciplinary collaboration. The importance of such an initiative speaks for itself just by paying attention, in the real sense, to our common human and institutional interactions. If we try hard enough to see the whole picture and not only its pieces, we will clearly observe the acute need to extend the scope of concepts and tools considered in the study of economic behavior.

IJEB will publish state-of-the art research through which aims to create an intellectual environment and discussion forum that will actually help people choose what it is best for themselves and the society.

The papers collected in this inaugural issue reflect a complex and multidimensional exploration of human behavior, ranging from agricultural economics to leadership, education and labor markets. They all emphasize the need for broadening the standard economic model to a more proper structure fitting our real behavior, and most of them reside on three main insights from the emerging literature of behavioral economics: motivation triggers, attitudes and trust, rationality and decision-making.

Organizational structure, both internal and external, is a theme that reunites an important part of the papers, stressing out different perspectives of analysis. Firstly, Daniel May's paper helps us to understand how the formations of networks by small agricultural firms, and thus their

innovative activity, is influenced by goals and socio-psychological variables, through a decision making multivariate model. The role of cognitive task and the theories of cognitive schemas are highlighted in Mihaela Rus's contribution, also with reference to managerial decisions but with a clearer psychological touch. Completing the framework, Abdelnaser Omran's paper distinguishes between two categories of leadership behavior: oriented towards task/production and towards relationship, while Olu Ojo examines the implications of performance appraisal on the overall performance of the organization. Adding culture as an essential variable, Suele Gerdhe's article discusses on the direction in which differences in the level of power distance influence relations and patterns of behavior between managers and employees.

Adhering to this stream, but approaching higher education, Maria-Lavinia Popescu's paper on student's attitudes offers a snapshot view from a Romanian university, pointing out the development of systematic marketing research in this area.

From a macro perspective, the papers covering subjects like labor markets in a globalized environment (Rahmah Ismail et al.), the relationship between entrepreneurship and unemployment (S. Ghavidel et al.) and international joint ventures performances (Zheng Xiaosong) are also taking into account, along with the traditional factors and econometric models, the impact of variables like human capabilities, trust and preferences.

Not last, Rahutami and Kurniasari's work on cash transfers is of great interest through its innovativeness in addressing poverty and its extended sustainability, both financial and institutional.

We, the editors, believe that this first issue of IJEB represents an important step in redefining and rediscovering the path to a more healthy economic science, and we want to thank to the authors, the reviewers and the members of our editorial board for sharing the same belief. If you have any views or comments on the journal please feel free to contact us.

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