



Behavioural Economics and Business Ethics: Interrelations and Applications (Routledge Advances in Behavioural Economics and Finance)

Philip Alexander Rajko

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Economics and moral philosophy have in recent years been considered to be distinct and separate fields. However, behavioural economics has started to reconcile various aspects of morality and economics, which has offered new conceptual opportunities to advance economic ethics and business ethics.

This book aims to advance economic ethics and business ethics by combining normative principles and empirical evidence grounded on the key motivational forces in economic decision making. It has three core objectives:

- to assess order ethics as a theory of both economic ethics and business ethics, using behavioural economics methods and evidence;
- to identify cardinal virtues for modern business ethics;
- to set up valuable guidelines for the implementation of economic ethics and business ethics.

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