



The Handbook of Behavioral Operations Management: Social and Psychological Dynamics in Production and Service Settings (Hardback)

By Associate Professor of Informational Systems and Operations Management and Caldwell Research Fellow , Wout Van Wezel, Associate Professor of Management and Morrow Faculty Excellence Fellow Daniel G Bachrach

Oxford University Press Inc, United States, 2015. Hardback. Book Condition: New. 234 x 155 mm. Language: English . Brand New Book. Over the last decade there has been an explosion of academic interest in the study of Behavioral Operations (Behavioral Ops). Simultaneous concerns have emerged about the adequacy with which now established Behavioral Ops phenomena are dealt with in degree-granting programs and corporate training agendas. Concerns stem from two points: (1) Pedagogical lessons regarding human behavioral are largely cast in the perspectives and terminology of underlying social/psychological theories. This has traditionally made it difficult for teachers of operations management content to link such knowledge to OM teaching plans and materials. (2) Games are seen as a major contribution to Behavioral Operations education, but experiments as described in literature are usually used for scientific research, and often difficult to replicate in teaching settings due to the use of unique proprietary software or insufficient descriptions of methods and materials used. Prior to now, no comprehensive teaching-oriented overview of Behavioral Operations has been available. The Handbook of Behavioral Operations fills this gap, providing easy to access insights into why associated behavioral phenomena exist in specific production and service settings, ready-to-play games and activities...



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Reviews

The ebook is not difficult to read through easier to comprehend. Of course, it is perform, nonetheless an interesting and amazing literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Dr. Haylee Grimes PhD**

If you need to adding benefit, a must buy book. I am quite late in start reading this one, but better then never. I am happy to inform you that this is the best book i have read through during my own lifestyle and can be he best publication for at any time.

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