



## Manufacturing & Service Operations Management

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### Call for Papers—Manufacturing & Service Operations Management Special Issue on Behavioral Issues in Operations Management

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# Call for Papers

## *Manufacturing & Service Operations Management* Special Issue on Behavioral Issues in Operations Management

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Over the past 10 years, the breadth of research in operations management (OM) has expanded significantly. Researchers have moved beyond centralized models to investigate microfoundations for aggregate-level analysis, focusing on individual incentives and game-theoretic approaches. Empirical and experimental work has developed to test assumptions of these models and to document casual observations of departures from expected-utility maximization. Both of these trends are important, and together they suggest a need for the further understanding of the impact of individual behavior in OM research.

This special issue of *M&SOM* will highlight research that examines detailed, behavioral aspects of individual actors involved in OM problems. Work addressing behavior can take a number of forms. It may be empirical work that demonstrates that the actions of decision makers in OM problems are consistent with, or deviate from, the assumption of expected utility maximization, highlighting biases that may arise from the use of heuristics or from bounded rationality. It may be theoretical work that characterizes the outcomes of OM decisions in which the actors exhibit biases or interact within an environment that may cause sub-optimal aggregate behavior. It may be work that carefully examines and models the microfoundations of existing models of decision making in OM settings. Finally, behavioral work may document the existence and importance of a particular behavior in the field.

The range of settings for this work is also broad. Behavioral issues often emerge in discussions of customer behavior or employee or manager behavior. Some examples of work that would be suitable for this special issue include the following.

- Customer decision making with regard to waiting and quality in service systems, inventory availability, and quality.
- Firm reputation or branding.

- Employee decision making with regard to managerial biases in judgments concerning operating decisions, work-force incentives (including sales-force incentives), and performance.

- Corporate culture and its influence on operations.
- Other topics might include decision making with respect to regulators, shareholders, or other stakeholders in the firm.

We expect that these and similar topics can (and will) be investigated using a variety of theoretical and empirical methods. Data used can be observational, experimental, or from surveys or systematic, quantitative case studies. More generally, we seek papers that further advance OM research by paying attention to the foundations of actors' behaviors, regardless of the domain or the methodology used.

Manuscripts submitted for publication in this special issue will be screened for fit based on the extent and care with which behavioral issues are addressed, as well as the strength of their implications for OM. Submissions will be reviewed according to the standards *M&SOM* uses for regular submissions: intellectual depth, relevance and importance, originality, rigor and correctness, and clarity and quality of exposition. Submitted papers should also adhere to the format, style, and other established guidelines for regular *M&SOM* submissions.

Manuscripts must be submitted by May 15, 2006, through the journal's online submission site: <http://mc.manuscriptcentral.com/msom>. In your comments to the editor, please mention that the paper is being submitted for the special issue. Authors should note that in submitting a manuscript to be reviewed for this special issue, they may be invited to serve as potential reviewers for other manuscripts.

Questions can be directed to Special Issue Editors Rachel Croson ([crosonr@wharton.upenn.edu](mailto:crosonr@wharton.upenn.edu)) and Noah Gans ([gans@wharton.upenn.edu](mailto:gans@wharton.upenn.edu)).