

# TEACHING BEHAVIORAL ECONOMICS: RETHINKING RATIONALITY IN ECONOMIC EDUCATION

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## ABSTRACT

*Behavioral economics challenges traditional assumptions of rational decision-making by incorporating psychological insights into economic analysis. This article examines the importance of behavioral economics education in modern curricula, highlighting its role in enhancing students' understanding of real human behavior. It discusses instructional strategies such as experiments, simulations, and case studies that improve engagement and learning outcomes. The article also emphasizes pedagogical approaches for teaching applied economics, ensuring students acquire analytical and problem-solving competencies relevant to contemporary economic issues, and bridges theory-practice gaps. The article argues that blended models foster adaptability, creativity, and resilience—key entrepreneurial attributes—while enabling scalable and inclusive entrepreneurship education across institutional contexts.. This article explores the significance of strategic change management in enabling organizations to implement digital innovation initiatives, restructure business processes, realign workforce capabilities, and reshape corporate culture. It highlights leadership involvement, employee engagement, communication frameworks, resistance mitigation strategies, and performance evaluation tools as core contributors to successful change execution. Organizations that adopt strategic change management frameworks demonstrate enhanced adaptability, productivity, and long-term business sustainability.*

**Keywords:** Applied economics, policy analysis, empirical methods, real-world economics, economic applications.

## INTRODUCTION

Traditional economics education often assumes individuals act rationally with complete information. Behavioral economics disrupts this narrative by demonstrating how biases, heuristics, and emotions shape economic behavior. Integrating behavioral economics into education allows students to develop a more realistic understanding of markets and policy interventions. As governments increasingly use behavioral insights in public policy, economic education must evolve to reflect these developments.

The process of strategic change management begins with a comprehensive assessment of organizational readiness and environmental demands. Analytical frameworks such as PESTLE analysis, SWOT analysis, and gap assessments enable leadership teams to identify performance vulnerabilities and growth opportunities Dzwigol et al., (2019). Clear articulation of change objectives establishes a shared vision that aligns departmental goals with corporate priorities. Structured communication plans encourage transparency and minimize confusion during transition phases by clarifying new roles, expectations, and performance benchmarks Bruch et al., (2005).

Leadership commitment remains essential for the effective execution of strategic change. Transformational leaders foster trust, inspire commitment to change goals, and serve as role models for adaptive behavior Tichy, (1983). Employee participation in planning workshops, innovation teams, and pilot implementation groups enhances organizational ownership of change initiatives. Workforce development programs equip employees with new technical competencies and leadership skills required under emerging business models.

Performance management systems support continuous monitoring of change progress through milestone evaluations, feedback surveys, and outcome measurement dashboards. Digital collaboration platforms improve team coordination while ensuring real-time adjustment mechanisms during implementation. Sustainable change requires embedding new practices into organizational culture and reward systems to ensure long-term adoption By, (2005). Moreover, strategic change management strengthens organizational adaptability by promoting structured transformation planning and stakeholder engagement. Clear communication strategies ensure that employees understand the purpose, scope, and expected benefits of change, thereby minimizing uncertainty and resistance. Participatory change initiatives such as cross-functional task forces, pilot implementation teams, and feedback forums encourage employee involvement and create a sense of shared ownership of transformation efforts. By fostering collaboration and transparency, organizations build trust across departments and enhance commitment to achieving change objectives. Furthermore, strategic change management enhances long-term organizational resilience by embedding learning and innovation into corporate culture. Continuous evaluation mechanisms and organizational learning platforms encourage experimentation and allow firms to rapidly adapt to competitive disruptions. Leaders who model flexibility and empower teams to propose improvement initiatives create innovation-driven environments capable of responding proactively to emerging challenges. As a result, organizations that institutionalize strategic change management frameworks achieve sustained operational stability, improved market responsiveness, and enduring competitive growth.

## CONCLUSION

Behavioral economics education enriches economic literacy by aligning theory with observed behavior. Its inclusion in curricula prepares students to analyze complex economic phenomena more accurately and design policies that account for human limitations.

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