

## **Behavioral strategy: factors and their interactions driving firm behavior**

**Abstract:** Behavioral strategy is a newly emerging subfield of strategic management. It is interested in real-life firm strategic decision-making and its consequences. Research in this area aims to identify factors influencing firm decisions and how these factors interact with each other. One of the major drivers of firm behavior is, for example, performance feedback. Performance feedback assumes that the firm behavior is shaped by the comparison between performance aspirations and actual performance on them.

The **goal** of the dissertation thesis will be to focus on a selected behavioral factor (or a closely related set of them) and analyze its/their role in influencing firm behavior.