



## Análisis de neuroeconomía como nuevo paradigma en la ciencia económica [

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Analítica

Neuroeconomics is a recent discipline which studies what happens in the human brain during decision making, and the relationship between emotions and the behavior of economic agents. As its name indicates it arises from the conjunction between neuroscience and economics. During the last years, the rapid advance of the neurosciences allowed the realization of numerous investigations in this area, making possible new approaches in the economic analysis. In 2002 the Nobel Prize in Economics was given to Israeli psychologist Daniel Kahneman, who in his study revealed that mistakes are made in making economical decisions. He was a pioneer in integrating discoveries of psychology in the economic sciences, and showed that the classical assumption of rational consumer decision is affected by important cognitive biases. Adam Smith's classical economic theory is questioned, which is based on the fact that the members of society are always rational, defining them as "homo economicus" who seek to maximize profits by objectively analyzing costs and benefits. In the present work a review of the classic contributions of the economy is made, and how the detailed knowledge of the human brain and its functions managed that the neurosciences can apply this new knowledge in its field, taking into account that the emotional and rational aspects of the behavior are derived from the same brain.

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## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)