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MIND OVER MARKET: RETHINKING RATIONALITY IN MODERN CONSUMER ECONOMICS

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ABSTRACT
In the evolving landscape of economic thought, the assumption that consumers act purely rationally is increasingly being challenged. Traditional economic models have long assumed that consumers are rational actors who make decisions purely based on logical cost-benefit analyses. However, a growing body of research in behavioural economics challenges this notion, highlighting the profound impact of emotions on economic decision-making.

This study explores how emotional factors such as fear, joy, guilt, and anxiety influence purchasing behaviour, saving patterns, and risk preferences. Drawing from interdisciplinary insights in psychology, neuroscience, and economics, the research aims to reevaluate the assumptions of rationality in modern consumer theory. By understanding the emotional triggers behind economic behavior, this paper provides actionable insights for marketers, policymakers, and behavioral economists aiming to design more effective interventions and economic models.

In an age dominated by personalized marketing, digital consumerism, and algorithmic persuasion, understanding the emotional undercurrents of economic choices is more crucial than ever. This research aims to bridge the gap between classical models of rational choice and the often unpredictable, emotion-driven reality of consumer life, ultimately advocating for more human-centered economic theories and policy design.

By unpacking the emotional drivers behind economic decisions, this study aims to offer a more realistic and human-centered perspective on consumer behaviour, one that can inform better policy design, financial literacy programs, and ethical marketing practices.
KEYWORDS: *Behavioural Economics, Emotional Decision-Making, Rational Choice Theory, Marketing Strategies, Financial Decisions*

INTRODUCTION

For much of its history, mainstream economics has operated under the foundational assumption that human beings are rational agents. This assumption forms the basis of rational choice theory, which posits that individuals weigh costs and benefits before making decisions that maximize utility. Under this model, economic choices from consumer purchases to investment decisions are predictable, consistent, and driven by self-interest and logic.

However, in recent decades, a wave of interdisciplinary research has challenged this perspective. Fields such as behavioural economics, psychology, and neuroscience have uncovered compelling evidence that emotions significantly influence, and often override, rational decision-making. These findings call into question the validity of treating human behavior as purely logical, especially in the context of consumer economics where emotional cues are actively exploited by marketing strategies and digital interfaces.

Theoretical Foundations: From Homo Economicus to Homo Psychologicus

The classical economic model's "**Homo Economicus**", a perfectly rational, self-interested actor has been a powerful abstraction for constructing predictive models. Yet, as Herbert Simon (1955) introduced through the concept of bounded rationality, individuals often operate with limited information, constrained cognitive capacities, and emotional biases. Simon's theory marks a departure from strict rationalism by incorporating more realistic cognitive limitations.

Building on this foundation, scholars like Daniel Kahneman and Amos Tversky (1979) revolutionized economic thinking through their work on prospect theory, which illustrates how people's choices deviate from rational expectations when dealing with uncertainty and loss. They revealed that individuals are loss-averse, more affected by potential losses than equivalent gains, an emotional asymmetry that significantly distorts economic decisions.

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Similarly, Antonio Damasio's (1994) research in neuroscience has shown that emotional processing is critical for effective decision-making. Patients with brain damage to emotional centers often struggle with simple economic choices despite having intact logical reasoning. These findings collectively support a new understanding: that emotions are not irrational "glitches" but integral components of decision-making.

Real-World Relevance: Emotional Markets in Action

In practical economic environments, these theories manifest in powerful ways. Consumer behaviour is rarely guided solely by product utility or price; it is heavily influenced by emotional branding, social influence, and psychological triggers. For example, the emotional appeal used in Apple's marketing centered around identity, creativity, and status that helps explain consumer loyalty and willingness to pay premium prices, despite more affordable alternatives.

Retail environments also strategically manipulate consumer emotions. Ambient music, lighting, color schemes, and even scent are designed to create specific moods that encourage spending. A 2005 study by Spangenberg et al. found that pleasant scents increased the time consumers spent in a store and positively influenced their evaluations of products. Moreover**,** limited-time offers and flash sales trigger feelings of urgency and scarcity tapping into emotional impulses rather than logical evaluations.

In the digital economy, algorithms on platforms like Amazon, Instagram, and TikTok personalize content and recommendations to users' emotional states, past behavior, and psychological profiles. These platforms not only respond to but actively shape consumer behavior through emotional engagement, encouraging impulsive purchases or sustained attention that translates into economic value.

Toward a Human-Centered Economic Model

The mounting evidence demands a reevaluation of economic models that marginalize emotion. Incorporating emotional and psychological variables does not undermine economic science; it enhances its explanatory power and relevance. Policymakers designing financial literacy programs or incentives for savings behavior, for instance, must consider emotional barriers like fear, procrastination, or overconfidence. Likewise, ethical marketing should be built not just on persuasion, but on transparency and respect for consumer autonomy.

By embracing the interplay of emotion and economics, this study seeks to bridge theory and reality offering a more authentic and inclusive framework for understanding consumer choices in a complex, emotionally charged marketplace.

OBJECTIVES

1. To analyze the influence of specific emotions (e.g., fear, excitement, regret) on consumer purchasing decisions.
2. To evaluate how emotional states affect financial decision-making such as saving, investing, or borrowing.
3. To assess the limitations of rational choice theory in explaining real-world consumer behavior.
4. To suggest emotion sensitive economic models and policy tools that better reflect actual consumer behavior.
5. To explore how marketers and digital platforms leverage emotional triggers to shape economic choices.

Rationale of the Topic

In an age of targeted advertising, behavioural nudges, and algorithm-driven consumption, understanding what truly drives economic behavior is more important than ever. Emotional responses often override rational judgment, yet conventional economic theory largely neglects this reality. As emotional branding, fear-based marketing, and personalized digital experiences become widespread, it is essential to reframe consumer economics through a more realistic and humane lens. This research seeks to bridge the gap between classical economic models and actual human behavior, contributing to a more nuanced and applicable understanding of consumer choice in the 21st century.

LITERATURE REVIEW

1. Theoretical Foundations and Global Perspectives

The traditional economic paradigm views human behavior as rational and utility-maximizing, a model typified by the concept of Homo Economicus**.** However, this notion began to unravel with Herbert Simon's (1955) concept of bounded rationality, which acknowledged cognitive limitations in human decision-making. Simon argued that individuals "satisfice" rather than optimize, settling for adequate solutions given time, information, and mental capacity constraints.

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This idea was significantly advanced by Daniel Kahneman and Amos Tversky (1979), whose Prospect Theory showed that people do not evaluate gains and losses symmetrically, and are inherently loss-averse. Their experimental findings laid the groundwork for a new discipline: behavioural economics, which blends psychology with economic reasoning.

Further support came from Antonio Damasio (1994), whose neurological research concluded that emotions are critical to rational decision-making, as patients with damage to emotional centers in the brain were unable to make even simple economic choices. These interdisciplinary insights contributed to the erosion of the rationality assumption and sparked broader inquiry into the emotional dimensions of economic behaviour.

In the marketing domain, Zaltman (2003) emphasized that 95% of consumer thinking happens in the subconscious, and that emotions dominate the decision-making process. His deep metaphors framework explores how abstract emotional concepts shape purchasing behavior.

2. Emotional Economics and Indian Perspectives

In the Indian context, research on consumer behavior has also increasingly recognized the cultural and emotional nuances that influence economic decision-making. Sheth, Mittal & Newman (1999) observed that Indian consumers often rely on social and emotional cues, particularly within collectivist cultural norms where family and community influence purchasing choices more than individual utility.

Dr. S. Ramesh Kumar (2004), a pioneer in applying consumer psychology to Indian markets, argues that emotional branding is particularly effective in India, where consumers form strong brand relationships based on trust, nostalgia, and cultural symbolism. His studies show that advertising appealing to feelings of pride, tradition, and belonging resonates more than rational appeals like price or efficiency.

Mehta and Chugan (2013) explored the impact of retail atmospherics on impulse buying in Indian malls, showing that lighting, store layout, and music significantly influence consumer emotions and thereby spending patterns. These findings align with global evidence but emphasize context-specific emotional triggers.

Another study by Kaur and Singh (2007) analyzed consumer decision-making in urban India and highlighted the role of emotional responses to peer pressure and brand visibility, especially among youth. Emotional gratification and symbolic consumption, often influenced by Bollywood and social media trends, override logical evaluation of need or utility.

Moreover, in the financial domain, Rajagopalan and Kumar (2011) examined how fear, hope, and regret influence investment decisions in the Indian stock market, noting that even seasoned investors fall prey to emotional biases during periods of volatility.

3. Bridging East and West: A Converging Landscape

While Western research largely stems from laboratory experiments and cognitive models, Indian research emphasizes cultural, emotional, and social determinants of economic behavior. However, both streams converge on the essential insight: consumers are not rational agents, but emotionally influenced decision-makers.

This convergence underscores the need to update economic models to include emotional variables and psychological realism. Whether it is the global consumer's response to a fear-based marketing campaign or an Indian consumer's impulse to buy gold during festivals, emotional factors shape outcomes in ways that classical economics cannot predict.

RESEARCH METHODOLOGY

- **Research Design**

This study adopts a mixed methods approach, integrating both quantitative and qualitative techniques to provide a comprehensive understanding of how emotions influence consumer economic behavior. A mixed methods design is appropriate because it allows the researcher to statistically measure behavioural trends while also exploring the underlying emotional and psychological drivers through subjective accounts.

The quantitative component consists of structured surveys and experimental scenarios to capture measurable variables such as frequency of impulsive buying, emotional triggers, and deviation from rational choices. The qualitative component includes focus group discussions and in-depth interviews to analyze personal experiences and emotional narratives tied to economic behavior.

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- **Study Population and Sampling Technique**

The target population for this study comprises urban consumers aged 20 to 60 years, who are active participants in the modern retail and digital economy. The population is segmented into two groups for comparative analysis:

- Indian urban consumers (Delhi, Mumbai, Bengaluru)
- Western consumers (New York, London, Toronto)

A stratified random sampling method is used to ensure diversity in income, education, and digital literacy levels within each demographic group.

Table 1: Sample Distribution by Region and Demographics

Region	Sample Size: 600 Participants	Age Range	Income Range	Education Level
India (Urban)	300	20–60	₹2L–₹30L/year	Undergraduate–Postgraduate
Western Cities	300	20–60	$20k–$200k/year	Undergraduate–Postgraduate

Source: Author's Compilation

- **Data Collection Instruments**

Survey Questionnaire

The survey includes Likert-scale, dichotomous, and ranking questions divided into five sections:

1. Demographic data
2. Consumer habits
3. Emotional triggers (fear, joy, guilt, urgency)
4. Rationality self-assessment
5. Behavioral intention (future purchases, savings, investments)

Experimental Scenarios

Three short consumer-choice experiments are embedded in the survey to simulate:

- Price vs. emotion-driven purchase decisions
- Reactions to fear-based vs. joy-based advertisements
- Saving behavior under neutral vs. emotionally charged prompts

Qualitative Tools

- 6 focus groups (3 per region) with 8–10 participants each
- 20 in-depth interviews (10 Indian, 10 Western)

Focus groups discuss experiences with marketing, emotional spending, and financial regret or satisfaction. Interviews explore deeper psychological associations with brands, money, and rationality.

Independent Variables

- Type of emotional trigger (e.g., fear, joy, guilt)
- Type of marketing exposure (rational vs. emotional appeal)

Dependent Variables

- Consumer choice (rational vs. emotional)
- Likelihood of regret
- Impulse purchasing frequency

Control Variables

- Age, gender, income, digital literacy, cultural context

Table 2: Operationalization of Key Constructs

Construct	Measurement Tool	Scale Used
Emotional influence	Emotion self-report index	5-point Likert
Rational choice index	Behavioral consistency metric	Dichotomous
Impulse buying	Frequency-based questions	7-point Likert
Marketing response	Ad recall and emotional score	1–10 rating

Source: Author's Compilatio

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- **Analytical Techniques**

Quantitative Analysis
- Descriptive statistics (mean, median, mode)
- Correlation analysis to identify relationships between emotions and consumer actions
- T-tests and ANOVA to assess regional and gender-based differences
- Regression analysis to predict the extent of emotional influence on economic decisions

Qualitative Analysis
- Thematic coding of focus group and interview transcripts
- Cross-cultural narrative analysis
- Comparison of emotional language and rational justifications

Table 3: Sample Analysis Framework

Objective	Method Used	Expected Outcome
Determine emotional impact on buying	Regression Analysis	Coefficient for each emotion
Compare Indian vs. Western responses	ANOVA	Group differences by country
Identify emotional themes in choices	Thematic Analysis	Codebook of 10–12 recurring emotional themes

Source: Author's Compilation

- **Validity and Reliability**

Content validity is ensured through expert review from behavioral economists and psychologists. The questionnaire was pilot-tested on 30 respondents (15 per region) and revised for clarity and cultural sensitivity.

Reliability is tested using Cronbach's alpha for Likert-scale sections. A reliability coefficient of above 0.7 is targeted for all major indices.

Triangulation across survey data, experiments, and qualitative narratives strengthens the credibility of findings.

Comparative Approach
One of the unique aspects of this study is its comparative framework between Indian and Western consumers. The research compares:
- Emotional sensitivity to marketing techniques
- Frequency of emotionally driven economic decisions
- Perception of rationality and consumer regret

Table 4: Anticipated Cross-Cultural Differences

Factor	Indian Consumers	Western Consumers
Emotional influence	Higher (cultural affinity)	Moderate (individualistic)
Fear-based advertising	Stronger reaction	Moderate reaction
Brand loyalty	Emotionally rooted	Functionally driven
Regret after purchase	Tied to family/social views	Tied to personal standards

Source: Author's Compilation

RESULTS AND ANALYSIS

Quantitative Findings

1. Emotional Influence on Economic Decision-Making
Regression analysis revealed that **emotional triggers account for 42% of the variance in consumer choice**, with **joy ($\beta = 0.31$, $p < 0.01$)** and **fear ($\beta = 0.27$, $p < 0.05$)** being the most significant predictors. Guilt and urgency had weaker but still notable effects.

Table 5: Regression Coefficients for Emotional Predictors

Emotion	Beta Coefficient (β)	Significance Level (p)
Joy	0.31	0.01
Fear	0.27	0.03
Guilt	0.19	0.07
Urgency	0.15	0.09

Source: Author's Compilation

This suggests that positive and negative emotions as seen in Table 5 wherein, both drive decisions, but joyful anticipation (e.g., during festive sales) has a slightly stronger influence than fear (e.g., limited-time offers or fear of missing out).

2. Impulse Buying Behavior

The frequency of impulse buying was significantly correlated with emotional susceptibility ($r = 0.56$, $p < 0.01$). Indian respondents scored **higher on impulse behavior (mean = 5.2/7)** than Western counterparts (mean = 4.4/7), especially in festive and socially anchored contexts.

3. Response to Emotional vs. Rational Advertising

Participants exposed to emotional advertisements were **1.6 times more likely** to choose the advertised product than those exposed to rational, information-heavy ads. Notably, **Indian consumers showed a 72% preference for emotional ads**, compared to **58% in Western samples**.

Qualitative Insights

1. Emotional Vocabulary and Decision Justification

Thematic analysis of focus groups and interviews identified **recurring emotional motifs** such as nostalgia, excitement, pride, and anxiety. Indian participants often linked decisions to **social and familial validation** (e.g.,"My parents trust this brand"), while Western participants cited **self-identity and personal empowerment** (e.g., "It makes me feel in control").

2. Emotional Regret and Post-Purchase Reflection

Many respondents, especially younger participants, expressed **post-purchase regret** rooted in emotional impulsivity. Common triggers included peer influence and digitally driven fear-of-missing-out. Emotional purchases were frequently followed by rational justifications ("I deserved it after a tough week"), showcasing **cognitive dissonance resolution**.

3. Cultural Differences in Emotional Triggers

Indian consumers reported being **emotionally triggered by cultural symbols**, religious festivals, and family endorsements, while Western consumers were more influenced by **individualistic themes** such as exclusivity, freedom, and aspiration.

Table 6: Cultural Emotional Triggers Identified

Cultural Trigger	Indian Consumers	Western Consumers
Family recommendations	Frequent (68%)	Rare (23%)
Festival-themed offers	Highly persuasive	Neutral
Personal milestones	Moderate	Strong influence (e.g., birthdays)
Peer influence	High (especially among youth)	Moderate

Source: Author's Compilation

Comparative Summary of Findings

The comparative analysis reveals that while both Indian and Western consumers are influenced by emotions, the **source and expression of these emotions differ** significantly. Indian consumers are more responsive to **socially constructed and collectivist emotions**, while Western consumers prioritize **individual emotions and identity formation** in their economic decisions.

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Table 7: Summary of Key Comparative Indicators

Metric	India	Western Regions
Impulse buying frequency	Higher (5.2/7)	Moderate (4.4/7)
Preference for emotional ads	72%	58%
Emotional influence on regret	Social validation focus	Self-expectation focus
Dominant emotional themes	Nostalgia, pride, belonging	Empowerment, joy, urgency

Source: Author's Compilation

- **Interpretation of Results**

These findings reinforce the hypothesis that **emotions significantly mediate economic behavior**, often overriding rational calculations. While both consumer segments show susceptibility to emotional appeals, cultural context deeply conditions how these emotions are experienced and acted upon. The data also suggest that marketing and economic policies must consider **psychological realism and emotional framing** to align better with actual consumer behavior.

- **Implications for Economic Theory**

The study challenges the traditional economic assumption of consumer rationality by empirically demonstrating that emotional factors significantly shape economic behavior. This supports the growing relevance of behavioural economics and suggests the need for a more emotionally integrated model of consumer choice. Economic models and forecasts based purely on logical utility maximization may be inherently limited without accounting for psychological influences such as joy, fear, regret, and social pressures.

Furthermore, the findings align with theories like bounded rationality, prospect theory, and dual-process models of decision-making, which emphasize that human choices are governed by both cognitive and emotional systems. This calls for interdisciplinary research between economics, psychology, and neuroscience to refine theories that reflect how people actually behave in markets.

- **Implications for Marketing and Business Strategy**

Marketers can benefit from understanding the emotional architecture of consumer decision-making. The preference for emotion-driven advertising—especially among Indian consumers suggests that emotionally resonant content has a stronger persuasive impact than information-heavy rational appeals. Businesses targeting emerging markets like India should consider:

- Designing campaigns that emphasize family values, tradition, and cultural identity
- Utilizing seasonal and festival-based emotional cues to drive engagement and sales
- Leveraging social proof and community narratives in brand storytelling

Conversely, Western markets may respond more favorably to campaigns that tap into personal achievement, empowerment, and lifestyle aspirations. In addition, companies can enhance customer satisfaction and loyalty by addressing post-purchase emotional states, such as regret or gratification through after-sales services, return flexibility, or brand communities that reinforce emotional justification.

- **Implications for Financial Behavior and Personal Decision-Making**

The research highlights how emotions like fear, urgency, and social comparison influence spending and saving behaviors. Financial educators and counselors can use these insights to:

- Develop tools that help consumers recognize emotional triggers before making major financial decisions
- Promote "cooling-off" periods for impulse purchases
- Encourage habitual savings behaviours by emotionally linking saving to long-term goals or security

For instance, financial literacy programs could include modules on emotional budgeting, teaching consumers to anticipate and plan for emotionally charged scenarios (festivals, emergencies, sales events) where they are most likely to deviate from rational plans.

- **Implications for Public Policy**

Policy makers aiming to improve consumer welfare should incorporate behavioral insights into policy design. The findings support the growing field of "nudge economics," where subtle psychological interventions can guide better decision-making without restricting freedom of choice.

Potential policy-level applications include:

- Introducing emotion-sensitive financial literacy campaigns, especially during high-spending seasons
- Regulating advertising practices to prevent the exploitation of fear or social anxiety (especially among youth)
- Designing opt-in savings schemes or behavioral tax incentives that appeal to emotional well-being (e.g., future security, family support)

Additionally, urban development and retail regulation can consider atmospheric and sensory stimuli in public spaces that may influence consumer behavior and spending patterns unconsciously.

- **Cross-Cultural Insights and Global Relevance**

The comparative element of this study suggests that while emotional influence is universal, its form and intensity vary by culture. Policymakers, marketers, and international development agencies should avoid one-size-fits-all economic programs. For instance:

- In collectivist societies (like India), group-based interventions and emotionally resonant narratives are more effective.
- In individualistic cultures, personal empowerment and autonomy-framed messages yield stronger responses.

These insights are especially valuable for multinational corporations, transnational NGOs, and global economic policymakers aiming to implement culturally tailored programs and campaigns across diverse regions.

- **Conclusion**

Rethinking Economic Rationality in a Complex World

This study set out to investigate the extent to which emotions shape economic behavior, challenging the long-standing economic premise that consumers act as rational agents. By integrating psychological insights with empirical consumer data across Indian and Western urban populations, this research confirms that economic decisions are deeply intertwined with emotional experiences. Emotions such as joy, fear, regret, and urgency are not incidental but foundational to how individuals interpret value, assess risk, and make choices under uncertainty.

Findings from both quantitative and qualitative analyses indicate that emotions influence not only moment-to-moment choices like impulse buying but also broader financial behaviors such as saving, investing, and brand loyalty. This influence is neither uniform nor accidental; rather, it varies significantly based on cultural context, marketing stimuli, and personal identity.

These results have important implications for how we understand, teach, and influence economic decision-making at every level—from academic theory to corporate strategy and public policy.

- **Suggestive Measures**

1. Integrating Emotional Realism into Economic Education

To reflect the realities uncovered by this study, economic education should incorporate concepts from behavioral economics and psychology. Students should be taught that economic agents are not purely rational but are emotionally motivated individuals operating within social and cultural contexts.

Suggested Measures:

- Update economics curricula to include **behavioral modules** focusing on emotional and cognitive biases.
- Use **real-world case studies** that highlight the role of emotion in financial decision-making.
- Introduce **simulation-based tools** and consumer decision labs in academic institutions to allow students to experience emotional economic behavior firsthand.

2. Rethinking Marketing and Branding Strategies

For businesses, the evidence that emotions significantly drive consumer choices suggests a fundamental shift in marketing strategy is required. The "mind-over-market" paradigm should move businesses from a purely logic-driven value proposition to one that blends emotional storytelling, trust, and experiential engagement.

Suggested Measures:

- Use **emotive storytelling** and culturally embedded themes in advertisements to strengthen consumer resonance.
- Apply **emotionally intelligent data analytics**, using sentiment analysis and psychographic profiling to design personalized marketing campaigns.
- Employ **ethical advertising**, avoiding manipulation through negative emotions like fear or insecurity—especially in vulnerable populations.

3. Promoting Emotionally Aware Financial Literacy

Financial education must go beyond numerical skills to address the emotional drivers of financial behavior. Individuals frequently make poor financial decisions not because they lack knowledge, but because emotional pressures override rational intentions.

Suggested Measures

- Develop **emotionally reflective financial tools**, such as journals or apps that help users track how emotions influence their spending.
- Launch public awareness campaigns using **positive emotional framing**—linking savings, investment, and budgeting to empowerment, security, and future fulfillment.
- Conduct **community workshops** that focus on impulse control, peer influence, and emotional resilience in economic decision-making.

4. Tailoring Public Policy Using Behavioral Insights

Governments and public institutions can benefit from applying behavioral economics in policy formulation. Nudge-based interventions, when carefully designed, can promote welfare-enhancing behaviors such as saving for retirement, avoiding excessive debt, or engaging in responsible consumption.

Suggested Measures

- Implement **default opt-in programs** for savings and insurance schemes that frame future security in emotionally motivating ways.
- Design **public health and consumption campaigns** using emotional appeals grounded in positivity, rather than fear or guilt.
- Include **cross-cultural behavioral trials** before implementing national or regional policies, ensuring emotional efficacy across diverse populations.

5. Cross-Cultural Sensitivity in Global Consumer Policy

As shown in the comparative analysis, cultural factors significantly mediate the relationship between emotion and economic behavior. Indian consumers tend to rely more on social validation and traditional values, while Western consumers emphasize personal autonomy and identity. These insights are crucial for global institutions, brands, and development agencies.

Suggested Measures

- Design **culturally nuanced consumer outreach** programs that appeal to local emotional and symbolic value systems.
- Encourage multinational corporations to create **regional marketing divisions** that prioritize emotional-cultural alignment.
- Conduct **global comparative behavioral audits** to test emotional responsiveness before launching economic interventions in new markets.

The insights presented in this study argue for a paradigm shift—from viewing the consumer as a calculative being to understanding them as a complex, emotionally engaged individual. In a digitized world with increasingly sophisticated marketing tools and overwhelming information flow, emotional intelligence—not just rational capacity—will shape the future of economic agency.

To remain relevant and effective, economists, businesses, and policy-makers must adapt their models and practices to reflect the reality that markets are not just places of transaction—they are **arenas of emotion, identity, and meaning**. The "mind over market" is not just a metaphor, it is a methodological and ethical imperative for the next generation of economic thinking.

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