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Tutor:

Prof. Univ. Dr. Wilhelm Dancă

Ph.D Student:

Daniel Neagoe

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Axiology and meme in economic behavior

Tutor:

Prof. Univ. Dr. Wilhelm Dancă

**Ph.D Student:
Daniel Neagoe**

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ABSTRACT

Given the dynamics of the global context in terms of complexity, there is a pressing need for a better understanding of the mechanisms of cognitive and human behavior and the degree of rationality, irrationality and arationality underlying the decision and the consequences of values and motivations on the praxeological human actions.

Economic behavior is not entirely rational, as it includes irrational and non-rational elements. The concept of the meme (concept involves any ideas, information, behavior or any cultural entity that can be replicated by exposure to people - creators and replicators of memes) includes some of the meanings of irrational economic behavior, being a conductor of irrationality that can express the discrepancies in the Homo Oeconomicus theoretical and practical aspects.

A revision of the classical form of Homo Oeconomicus is required (the model that considers economic actors as purely rational, pursuing only its own interests by maximizing utility or profit) through the integration of elements of irrationality or nonrationality and aspects related with the motivations and values to a high acuity of the theoretical model to current economic reality.

This research project aims to clarify the role that axiological landmarks and memes have in substantiation of pattern behaviors and to propose new theories of cognitive and behavioral decision-making mechanisms, cultural replication and economic sustainability. Addressing the research will be carried out from an interdisciplinary perspective, aiming a comprehensive analysis of the social and economic spheres, studying cognitive, behavioral, motivational, axiological structures and revision of theoretical models by a personal conceptual input for the revival of theoretical current models.

At the same time, this research project, will attempt a comprehensive analysis of economic behavior of human from logically, psychologically, physiologically and epistemology points of view, studying the decision at cognitive and praxeological levels, taking into account factors of arationality and aconsciousness, to an accurate and consistent conceptual proposal with the recent results of scientific research.

The main personal conceptual contributions are enunciating an updated model of the cognitive system, emphasizing the importance of arational in decision making, the latter can only be invalidated by a conscious rational filter, the human rational capacity being restricted to justify the decisions already grounded due to interconnection of the cognitive units, which

implies that, in a rational and conscious mode, people can only veto decisions initiated by the unconscious and arational cognitive system, questioning the ability of the will of the people in classic sense of free will, rather as it is a decision-making capacity of invalidation, this concept being called by some authors as "free won't", contrary to the concept of "free will".

Another important issue addressed in this research project links to the mechanisms of cultural genesis, replication and extinction, addressing the concept of "meme" as unit of cultural replication and imitation. Personal theory developed in the project, called The MSG Theory (Meme - Seme - Gene) approaches in terms of theoretical and conceptual similarities between the two types of replicators, gene for genetic characteristics and meme for cultural aspects, correlated with the concept of seme, defined in the theory as the smallest unit of meaning in an attempt to explain human behavior that can not be classified in patterns involving restricted perfect rationality, such as Homo Oeconomicus model.

Another theoretical contribution links to Homo Oeconomicus model restructuring through the integration of non-rationality and evolutionary versions, proposing the incorporation of the aspects of economic behaviors that can not be explained by classical economic theory. This proposal of Homo Oeconomicus was named Homo Oeconomicus Novus as an evolving form of Homo Oeconomicus Primordialis, the dominant economic model. In the same direction, it has been reviewed the validity of economic sustainability concept in the light of the two models of economic rationality, in an attempt to identify the conditions in which we can discuss in a realistic manner about economic sustainability and the limitations of the theory correlated with the reality.

The research project "Axiology and meme in economic behavior" proposes a comprehensive approach to aspects of rationality, consciousness, decision-making mechanisms, values, cultural replication and economic sustainability in an attempt to identify new access points that explain economic behaviors in a manner that enhances the predictive ability and provide a valid model of scientific explanation of cognitive phenomena and human praxiological aspects.