



Experimental Business Research: 2

Amnon Rapoport, Rami Zwick

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Volumes II and III of Experimental Business Research include original papers that were presented at the Second Asian Conference on Experimental Business Research held at the Hong Kong University of Science and Technology (HKUST) on December 16-19, 2003. The conference was organized by the Center for Experimental Business Research (cEBR) at HKUST and was chaired by Professors Amnon Rapoport and Rami Zwick. Experimental Business Research adopts laboratory based experimental economics methods to study an array of business and policy issues spanning the entire business domain including accounting, economics, finance, information systems, marketing and management and policy. 'Experimental economics' is an established term that refers to the use of controlled laboratory-based procedures to test the implications of economic hypotheses and models and discover replicable patterns of economic behavior. We have coined the term 'Experimental Business Research' in order to broaden the scope of 'experimental economics' to encompass experimental finance, experimental accounting, and more generally the use of laboratory-based procedures to test hypotheses and models arising from research in other business related areas, including information systems, marketing and management and policy. The chapters included in these volumes reflect the domain diversity of studies in the experimental business research field.

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