

Review of: "Neuroeconomics as an Appropriate Approach to Clarify the Economic Model: The Case of Russia"

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The discussion regarding the concept of "rational-economic man" or "homo economicus" has been ongoing for a considerable period. Some economists argue that the decision-making process of individuals is influenced by economic principles, including cost-benefit analysis, as well as personal preferences and emotions. This is known as "core rationality," which takes into account decision-making factors such as personal preferences and emotions, whereas the economic logic of cost-benefit analysis is referred to as the "incentive mechanism." However, Adam Smith did not believe that people are always rational and that even if they were, society's harmony could not be guaranteed by rationality alone (Werhance, 1989).

This paper highlights the significant correlation between brain structure, human behaviour and mental state through a thorough literature review, pointing out that brain structure closely affects human behaviour and that specific methods and policies can affect the influence. It suggests that stimulation of different brain parts can effectively affect human beings. The decision-making behaviour can even be controlled for political purposes.

The paper's inference lacks independent empirical analysis and a solid theoretical framework, making it unconvincing. I hold two opinions on this paper as follows:

1. Numerous literature reviews suggest a close relationship between brain structure, human behaviour, and mental state in the paper. However, it remains unclear whether the relationship is causal or consequential. If the brain structure reflects only the outcomes of human behaviour and mental states, the factors and mechanisms affecting brain conditions are still unknown. Therefore, attempting to control human behaviour by influencing brain responses through policies may be a fallacy of cause and effect.
2. In China, a traditional form of numerology called "Four Pillars and Eight Characters" uses a person's date and time of birth to determine their destiny and personality traits. This numerology system takes into account factors such as the temperature and humidity of the climate at the different seasons and the level of sunshine of the day and night, which are believed to impact a person's characteristics. The various personality traits have different decision-making modes to cause personal encounters and experiences. The underlying belief of Chinese numerology is that the human decision-making model does not have the same "rational" structure for everyone but depends on different "character" structures, similar to the neuroeconomics concept. While this traditional numerology system is pretty accurate in analyzing character traits, it only provides "results", and how one's innate "character" is formed remains a mystery.

Therefore, I suggest the author conduct more in-depth research on the causal relationship between brain structure, human behaviour, and mental state.

References:

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