

### THE RATIONAL MANAGER DOES NOT EXIST

The Behavioural Business Ethics research group of the Rotterdam School of Management is studying the psychological backgrounds of corrupt behaviours in business. The outcome is that greedy frauds are usually not really the issue. Ethical failure often results from logical errors and biases, which everyone makes. Insight into one's own behaviour is the most first important step leading to improvement. Another research area is confidence, and especially the manner in which a damaged confidence can be restored. Significant deeds are necessary for this, as well as clear visible investments to avoid that an aspect like sustainability is merely seen as window dressing.

