



RESEARCH ARTICLE

Utilizing WM and GM for Finding Intelligence of Human Behavior

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Abstract— The behavior economics play a prominent role for human decision making. Human behavior on the other hand depends on functioning of the brain behavior. So behavior economics is a factor for decision making. By using behavioral discipline, economists' can understand how people make decisions as individuals and for policymakers as a whole. Gray matter represents information processing centers in the brain, and white matter represents the networking of – or connections between – these processing centers. The purpose of this paper is to explore and integrate Gray Matter (GM) and White Matter (WM) of the brain for economic decision making.

Key Terms: - Behavior Economics; GM; WM and Brain Economics

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