

Dr. P.V. Viswanath, Professor of Finance, Lubin School of Business and
Dr. Roger Salerno, Professor of Sociology, Dyson College of Arts and Sciences

Learning Community on

In the neoclassical economics framework, the individual is taken as the unit of economic analysis, from which society emerges rather than recognizing it as an outcome of the interplay of group and individual dynamics. Sociology, on the other hand, is often defined the systematic study of society. Societies are seen as the unit of analysis and much less attention is paid to rational decision-making by individuals.