The workshop will feature two talks focusing on the emerging theme of Behavioral Strategy. A talk by Moshe Farjoun (York University), titled "The (Uncommon) Common Roots of ‘Behavioral’ and ‘Strategy’" and a talk by Zur Shapira (NYU), titled Emerging Trends in Strategy Research: The Behavioral Perspective". Moshe and Zur will each present their own view on behavioral strategy, its development and prospects and its intersection with other fields. This will be followed by an open discussion.