Title: Behavioral Ethics for Homo Economicus, Homo Heuristicus, and Homo Duplex

Abstract:
In this paper we summarize the two dominant views of human nature in organizational research, *Homo economicus* and *Homo heuristicus*. We then offer an alternative, a third view of human nature initially described by Emile Durkheim—*Homo duplex*—which describes human beings as moving back and forth between a lower (individual) and higher (collective) level. We suggest that the Homo duplex view is uniquely equipped to account for variables of interest to organizational scholars because of its attention to a fundamental tension: people in organizations can be both selfish and groupish, and the balance between those tendencies strongly influences the ethical profile of the organization, in complex ways. We end with a discussion of what behavioral ethics looks like for researchers who adopt each of the three views of human nature.