



REGULATING ECONOMY WIRTSCHAFTSRECHTSGESPRÄCHE AN DER JKU

Nudging as a Regulatory Tool for Companies – Potential and Limits Einladung

Business can be and is regulated by a variety of means: command and control, positive and negative, mostly monetary incentives, both of them relying on the rational choice assumption as well as values incorporated in mostly non-binding norms, drawing on constructivist and sociological theories. A rather new tool of regulation is nudging, relying on behavioral economics and psychology. Can this tool be applied to business and if so, what are its potential and its limits?

Prof. Dr. iur et lic. rer. pol. Anne van Aaken ist Alexander-von-Humboldt Professorin für Recht und Ökonomik, Rechtstheorie, Völker- und Europarecht an der Universität Hamburg und Direktorin des Instituts für Recht und Ökonomik.

Donnerstag, 12. Mai 2022, 17 Uhr
Live-Stream (Link wird nach Anmeldung bereitgestellt)

Information und Anmeldung

Kontakt

regulating.economy@jku.at

Wir freuen uns über Ihr Interesse!