

行為經濟學：經濟學和心理學的融合

Behavioral Economics: a Marriage of Economics and Psychology

實驗證據顯示人存在認知偏差。行為經濟學融合了經濟學和心理學的精粹,研究認知偏差如何影響個人抉擇,商業策略,乃至公共政策。在這個講座,我們將一起探討如何將從行為經濟學中得到的啓示應用到個人決策和公共政策的制定。

Evidence from laboratory experiments shows that people have cognitive biases. Behavioral economics, which is at the intersection of economics and psychology, studies the implications of cognitive biases on individual decision-making, business strategies and public policies. In this talk, we will explore how we can learn from the insights offered by behavioral economics to make better individual decisions and design better public policies.

Speaker: Dr. ZHANG Tianle

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Date: 1 November 2014 (Saturday)
Time: 11:15am - 12:15pm
Venue: WYL108, 1/F, Dorothy Y. L. Wong Building
Language: Cantonese

日期: 2014年11月1日(星期六)
時間: 上午11:15 - 下午12:15
地點: 黃玉蘭樓1樓108室
語言: 廣東話

ALL ARE WELCOME
歡迎各界人士出席

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