Prof. Dr. Karlheinz Ruckriegel Prof. Dr. Karlheinz Ruckriegel

Georg-Simon-Ohm University of Applied Sciences Nürnberg (Germany)

Faculty of Business Administration and Georg-Simon-Ohm Management Institut

[www.ruckriegel.org](http://www.ruckriegel.org)

New Insights of Economics for Management

From Behaviroal Economics to Happiness Research

Workshop for Managers

Last years – pushed by the Financial and Economic crises starting in 2007/2008 – two relatively new disciplines have got more and more importance in economics in order to explain how people behave and what people really want.

This workshop presents this new insights in connection with some exercises so that the participants get a better understanding. Furthermore the workshop shows the implications these new insights have to improve happiness of employees and productivity of companies. To treat employee adequately we must know how people behave. Here the insights we have got from Behavioral Economics are important. To get motivated and creative employee we should know about what makes them happy in general and what companies can to make them happy at work. Here the insights of Happiness Research are important.

Content

* What does traditional thinking in economics tell us?
* How behave people in reality?
* Are human beings rational?
* Are human beings selfish?
* Can human beings stick to their plans, are they time-consistent?
* What do people really want?
* What is and what advantages have being happy?
* Does money make us happy?
* What can we do to get happy, what role does work play?
* Why should and how can managers/ companies make their employees happy?