



## Corvinus Health Policy and Health Economics Conference Series 2013

Health Economics and Health Technology Assessment Research Center, Corvinus University of Budapest

Health Economics Study Circle, Corvinus University of Budapest

Health and Health Care Economics Section of the Hungarian Economic Association

# From Nudging to Budging: Using Behavioural Economics to Inform Public Sector Policy

Prof. Dr. Adam Oliver

# INVITATION



**Corvinus Health Policy and Health Economics Conference Series 2013**  
Health Economics and Health Technology Assessment Research Center, Corvinus University  
of Budapest  
Department of Comparative Economics, Corvinus University of Budapest  
Department of Mathematical Economics and Economic Analysis, Corvinus University of  
Budapest  
Health Economics Study Circle, Corvinus University of Budapest  
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# **From Nudging to Budging: Using Behavioural Economics to Inform Public Sector Policy**

**Prof. Dr. Adam Oliver**

**Corvinus University of Budapest**

**15<sup>th</sup> October 2013**

**10:00-12.00**

Corvinus University of Budapest, E2001 (2<sup>nd</sup> floor, Main building, Fővám tér 8.,  
Budapest 1093)

## **Program**

### **Moderator:**

**Prof. Dr. László Gulácsi**, Health Economics and Health Technology Assessment Research Centre, Corvinus University of Budapest

### **10:00 – 10:10 Opening**

### **10.10-11.00 From Nudging to Budging: Using Behavioural Economics to Inform Public Sector Policy**

**Prof. Dr. Adam Oliver**, Department of Social Policy, The London School of Economics and Political Science

***Abstract:** The use of behavioural economics to inform policy has over recent years been captured by those who advocate nudge interventions. Nudge is a non-regulatory approach that attempts to motivate individual behaviour change through subtle alterations in the choice environments that people face. It is argued in this article that government interventions ought to be more overt than that traditionally advocated by nudge adherents, and that governments should principally attempt to influence behaviour if the acts of those targeted are causing harm to others. With this in mind, governments can use the findings of behavioural economics, including present bias and loss aversion, to inform where and how to regulate directly against undesirable private sector activities. This behavioural economic-informed method of regulation is hereby termed budge, to indicate that, rather than nudging citizens, behavioural economics might be used more appropriately in the public sector to help inform regulation that budges harmful private sector activities.*

### **11:00 – 11.50 Discussion**

#### **Invited discussants:**

**Prof. Dr. Balázs Hámori**, Department of Comparative Economics, Corvinus University of Budapest

**Dr. János Vincze, Ph.D.**, Department of Mathematical Economics and Economic Analysis, Corvinus University of Budapest

### **11.50 – 12.00 Afterwords and closing**

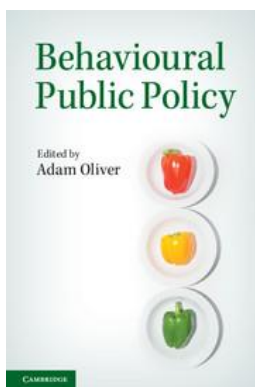
**Márta Péntek, Ph.D. habil, & Petra Baji Ph.D.**, Health Economics and Health Technology Assessment Research Centre, Corvinus University of Budapest

## Prof. Dr. Adam Oliver

Prof. Dr. Adam Oliver is a Reader in the Department of Social Policy at the London School of Economics and Political Science. He is a former Japanese Ministry of Education Research Scholar at Keio University in Tokyo and a former Commonwealth Fund Harkness Fellow at Columbia University. He cofounded the Health Equity Network, the Behavioural Public Policy Group, the Anglo-American Health Policy Network, and the European Health Policy Group; he is also founding coeditor of the journal *Health Economics, Policy and Law*. He served on the Public Health Interventions Advisory Committee at the National Institute for Health and Care Excellence in the UK and has published widely in the areas of economic evaluation, risk and uncertainty, health equity, and the economics of health care reform.



His principle interests these days are the study of behavioural economics, and how to apply these findings to policy concerns. Until now Oliver has focused upon the health domain, and has published about 60 sole or lead authored papers in peer reviewed journals and leading international journals, such as *Health Economics*, the *Journal of Health Economics*, the *Milbank Quarterly*, the *Journal of Health Politics, Policy and Law*, the *Lancet* and the *BMJ*, but he is interested in furthering his work to other aspects of public policy. Since 2001, he has taught dozens of postgraduate students the principles of behavioural economics at the LSE.



His latest book “Behavioural Public Policy” is coming out in October, 2013.

<http://www.cambridge.org/it/academic/subjects/economics/public-economics-and-public-policy/behavioural-public-policy>



**Prof. Dr. Balazs Hamori** (66) has been a Professor of Economics at the Comparative Economics Department of the Corvinus University of Budapest. He got his first degree in Economics from the Karl Marx University of Economic Sciences (Budapest) in 1969 and his Ph.D. in Economics from the Hungarian Academy of Sciences in 1985. He was participating in different postgraduate programs at Indiana University (Bloomington, IN), Purdue University (West Lafayette, IN) and Washington University (St. Louis, MO), University of Tuebingen (Germany) and University of Bamberg (Germany). He also was serving as Visiting Professor/Research Fellow at different universities in the US and Europe. Recently he is the Head of the Comparative Economics Department of the CUB. He was formerly General Director of the Management Development Center more than a decade, then Dean of Postgraduate Studies and Vice Rector of the same university. He has published 8 books and more than 220 articles, research papers, etc. Some of his selected publications are Economics of Emotions – An Extension of Economic Analysis. Kossuth Publishing House, Budapest, 1998, 2003, p. 221; Information Economy (Információ-gazdaság, Co-Author: Katalin Szabó), Monograph. Akadémiai Kiadó (Wolters Kluwer), Budapest, 2006. 616 p.; Innovation Competition (with Katalin Szabo) Aula Publishing, Inc, 2013, p. 484; Dog Strategies in the Transition Economies, Business Horizons, Volume 42, Number 5, September-October 1999, pp. 47-54., Most recently, his researches are focused on institutional economics, behavioral economics and some behavioral issues of information economy.

**Dr. János Vincze** is Associate Professor at the Department of Mathematical Economics of Corvinus University of Budapest, and Senior Research Fellow at the Institute of Economics of the Hungarian Academy of Sciences. Formerly he worked at the National Bank of Hungary. He has written on several aspects of applied micro and macroeconomic theory. More recently he has worked on agent-based models with a view towards applying psychological research to classical economics issues.

