

Senior and junior supervisor research topic application for the IPhD Programme in Regional Development, 2023-24 year

Name/position of the senior supervisor: Dr. Kármén Kovács, Associate Professor
Highest academic degree: Habilitation (2015)

Title of the suggested research topic:

Behavioural economics regarding consumer decisions

The international relevance, importance, and timely of the research topic:

Behavioural economics investigates the reasons, the manifestation and the consequences of individual decisions regarding various economic phenomena and contexts. It strives to give a realistic description of individual choices and behaviour by applying psychological results. It also focuses on the anomalies and consequences of consumer decision-making. These issues are especially relevant nowadays as decisions based on perfect rationality are usually not realistic. The economic environment, social effects and uncertain economic outlook can induce decision biases. However, decision biases are mostly predictable, and thus, those exploration and application for forecasts are relevant. The research findings of this field are beneficial and relevant for firms, financial institutions and the decision-makers of economic policy. Investigating consumer decision anomalies with a regional approach can contribute to new findings.

Which UP-FBE research could the PhD candidate join?

The announced topic is researched continuously. The PhD candidate can join the research of the topics described in the following point.

Possible research directions:

Consumer decision biases
Social and interpersonal effects on consumer decisions and those consequences
The investigation of consumer expenditures from a behavioural economics perspective
The consumer adaptation of innovations from a behavioural economics perspective
The effect of nudging on individuals' choices

The supervisor's expertise and experience in the research field

I have published several papers in this research field in Hungarian and international academic journals. For the academic year 2016/17, I received a postdoctoral scholarship from the New National Excellence Program of the Ministry of Human Capacities. I received the János Bolyai Research Fellowship of the Hungarian Academy of Sciences between 2017 and 2020; my final research report was graded outstanding. I participate in international conferences regularly. I am a peer-reviewer for international academic journals.

The most important publications in the research field over the last five years

Kovács, K. (2021). Consumer expenditure when positional concerns matter. *INTERNATIONAL JOURNAL OF SOCIAL ECONOMICS*, 48(10), 1408–1422. <http://doi.org/10.1108/IJSE-01-2020-0022>

Kovács, K. (2020). Relative consumption with multiple reference points under uncertainty. *ECONOMICS AND SOCIOLOGY*, 13(4), 61–80. <http://doi.org/10.14254/2071-789X.2020/13-4/4>

Kovács, K. (2020). A kivetítési torzítás mint a fogyasztói hasznosságot befolyásoló döntési hiba. *KÖZ-GAZDASÁG*, 15(3), 119–136. <http://doi.org/10.14267/RETP2020.03.11>

Kovács, K. (2020). A jelen felé torzított preferenciák. A türelmetlenségből eredő fogyasztási döntések okai, megnyilvánulásai és következményei. *KÖZGAZDASÁGI SZEMLE*, 67(1), 31–53. <http://doi.org/10.18414/KSZ.2020.1.31>

Kovács, K. (2019). A Dynamic Model for Investigating Consumer Utility Derived from Status Goods. *ECONOMIC AND BUSINESS REVIEW*, 21(1), 57–78. <http://doi.org/10.15458/85451.79>

Kovács, K. (2018). Modelling Conspicuous Consumption with Its Possible Interpersonal Reactions by Behavioural Game Theory. *INTERNATIONAL JOURNAL OF ECONOMICS AND MANAGEMENT*, 12(2), 657–669.

Kovács, K. (2018). Gondolatok a viselkedési közgazdaságtan aktuális helyzetéről. *KÖZGAZDASÁG*, 13(2), 237–249. <http://doi.org/10.14267/RETP2018.02.18>