

Summary

“Differenziertes Anreizmanagement. Behavioral Law und Wirtschaftsethik”

by Michael Schramm

Behavioral Economics has shown that human behavior does not fit into the traditional incentive-reaction-pattern of the completely rational and self-interested Homo Oeconomicus. There is a wide range of factors that influence human decisions: Besides economic self-interests, moral interests (fairness interests) are active too, and people frequently decide "predictably irrational" (Dan Ariely). Applied to the question of legal rules, the concept of Behavioral Law and Economics was generated, which is important for the task of Business Ethics: To support an ethically preferable behavior, we need a sophisticated management of economic and moral incentives, which are able to activate the different economic and moral interests of (individual or collective) actors.