

## Conference

# “Nudging and Information 2018: Is There a New Approach of Regulating the Behaviour of Consumers and Businesses?”

**1st and 2nd March 2018, University of Graz**

Venue: SZ 15.21 (RESOWI building; A 2)

Organizers:

**Brigitta Lurger, Karl Stöger, Stefan Storr, Tina Ehrke-Rabel, (University of Graz)**

**Thursday, 1 March 2018 afternoon**

<b>General Issues</b>
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14:10 Welcome Address by the Dean et al.

14:30 KEY NOTE SPEECH

The Lawyer as a Supernanny: The Behaviorally Informed Design of Legal Institutions (40-45 min)

**Christoph Engel, MPI Bonn**

15:30 Beyond Impact Assessment – the Use of Interdisciplinary ‘Behavioral’ Research by National Governments and the EU: Towards a More Science Based Legislation Improving the Behavior of Citizens and Governments? (30 min)

**Lucia Reisch, CBS Kopenhagen**

**16:15 COFFEE BREAK**

16:45 The Myth of the ‘Fourth Market’ Failure: What Is the Role of Economic Theories in Behaviorally Informed Regulation? (30 min)

**Pete D. Lunn, Trinity College Dublin**

17:30 The Different Addressees of ‘Nudging’ – Corporations/Enterprises versus Private Individuals – Do they Imply Different Approaches? (30 min)

**Brigitta Lurger, University of Graz**

**Friday, 2 March 2018 morning**

<b>Specific Policy Areas</b>
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9:00 'Behavioral' Instruments in Consumer Contract Law (30 min)

**Meirav Furth-Matzkin, Harvard Law School**

9:45 'Behavioral' Instruments in Financial Market Law (behavioral finance) (30 min)

**Andreas Engert, University of Mannheim**

10:30 'Behavioral' Instruments in Intellectual Property Law (30 min)

**Christopher Buccafusco, Cardozo School of Law**

**11:15 COFFEE BREAK**

11:45 'Behavioral' Instruments in Tax Law - Less Cheating? The Effects of Pre-filled Tax Returns on Compliance Behavior of Taxpayers (30 min)

**Martin Fochmann, University of Cologne**

12:15 'Behavioral' Instruments in Energy Law (30 min)

**Stefan Storr, University of Graz**