

The aim of my thesis is to give the reader the most comprehensive look at the parallel development of psychology and economics, to point out the possibilities, such information may be obtained in psychological experiments used for the enrichment of theoretical economics. The first chapter deals with a historical development of economic concepts and the role that the human psychology plays there. The second chapter is devoted to behavioral economics and its approach to the relations in society. The third section summarizes the results of a range of experiments that brought behavioral economics (and other disciplines) since the 1970's to the present. The fourth chapter summarizes the possibilities how can be the experiments interpreted and suggest directions, which could (behavioral) economics take in it's further development.