

Abstract

This thesis examines the basic attitude of individual (presented as Homo economicus) on the market, as well as the part of the group that he/she lives in. First part deals with economic phenomenon, where Homo economicus is placed on the market and his role is described through some examples of transactions and certain processes on microeconomics and macroeconomics level.

The other part deals with human nature, which is connected with Homo economicus. The aim of this chapter is to prove that there is some part of human nature that exist in all of us and thus in Homo economicus as well. Some of the main passions and urges are described and attached to individual, deepening the general picture of Homo economicus. This part of the thesis gives a different approach to Homo economicus' nature, based on a more social structure where one is placed in a society, which is presented through individual's interaction with others, as well as through the need of accomplishing himself/herself as a human being in the society.

Lastly, the aim is to show that Homo economicus is inevitably connected to human nature. In order to achieve the ambition, he/she needs society, needs the others, and from that need a qualitative jump can occur because one is pushing the society forward. The importance of society in development of one is also described with all the restrictions and freedoms (from law legislature to moral codex) that a group can produce.