

Abstract

The moon and its lunar cycle is a theme that occurs in society since time immemorial. Does lunar cycle affect human life including its economic and social aspects? Do ordinary people and managers of large corporations act differently when the moon is full? Does consumer behavior change? Is at the time of the full moon rising crime and accidents? Can the effect of month on human behavior be scientifically tested?

Although the above -mentioned topic may seem a bit bizarre we decided to process it in this thesis. Nowadays is popularization of science very important and widely used by for example the leading economic faculties of leading universities in the USA and the UK.

This work attempts to answer the above questions and test the above mentioned context by using econometric methods. In this work we can read about the moon and myths and legends which are bind to it. The thesis presents several studies that have addressed the topic before, and their results. And then it will analyze available data from three basic areas of human behavior - crime, healthcare and business.

The results which are part of this thesis imply the existence of the influence of the lunar cycle in two of three selected aspects of human behavior - health and trade.