

Abstract

The thesis “The use of behavioral economics principles for state governance“ describes theoretical insights from the field of behavioral economics. This field aims to improve the descriptive powers of economy in the area of human decision making and its consequences. The thesis consists of two parts. The first part covers the development of behavioral economics, defines key concepts of the field, explains the potential of their use in the everyday practice of state governance, shows examples of such usage and draws attention to the risks and limitations of these applications. In the second part, the theoretical concepts are examined in the case study of a project in cooperation with the Prague City Hall that aimed to improve the payment behavior of the car owners during the driving offences procedures. The second part also contains an analysis of the results of this project that showed no significant influence of the applied techniques and tools on the payment behavior of cars owners in the examined time period.