

● Mendel
● University
● in Brno
●

BOUNDED RATIONALITY ETHICAL VALUES
LIVING CONDITIONS CONSUMER CHOICE
WILLINGNESS TO PAY SOCIAL NORMS
ACADEMIC INGEGRITY FOOD WASTE
ECONOMIC-POLITICAL MEASURES
GENDER PERSPECTIVES AGEING
COMPETITIVE ENVIRONMENT
RETIREMENT DECOY PRICING
MACRO-EVNIRONMENT
AGRI-FOOD SECTOR

SOCIOECONOMIC

DECISION MAKING IN
SOCIO-ECONOMIC CONTEXT

THINK-TANK

<https://socioeconomicthinktank.cz>



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SOCIOECONOMIC CHOICE LAB

The research interests focus in particular on social and human capital, developing fundamental knowledge about a range of recent social phenomena linked to global trends in modern societies like retirement timing, aging employees, demographic change, etc. The Lab is also focused on ethical values and academic integrity.

The lab is focused on consumer preferences in the context of living standard. The research area includes hierarchy of values, income situation, structure of expenses, decision making process, way of meeting needs and bounded rationality.

CONSUMER BEHAVIOUR LAB

STRATEGIC MANAGERIAL CHOICE LAB

The team focuses on the impact of process of integration, globalization and the development of the agri-food sector within the new conditions of the European integrated market. The research concept is divided into three major research fields (macro-environment; development tendencies; internal business environment).



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SOCIOECONOMIC HUB