

Invitation



Zug Dialogs
with Prof. Dr. Ernst Fehr


The Role of Self-Interest and
Public Interest in Economic Life

8 June 2009, 19:00, Casino Zug

City Council

ZUG
Stadt

The Role of Self-Interest and Public Interest in Economic Life



The self-interested or even selfish behavior of managers today is made widely responsible for the economic crisis. Is there such a thing as unselfish behavior, or are people imprinted with self-interest through and through? What can the economy and politics actually do, so that cooperative -- unselfish -- behavior can assert itself? The focus of this talk and the subsequent discussion is therefore the question of which social conditions promote a "culture of self-interest" and which a "culture of cooperation".

Agenda

- 19:00 Greeting, Dolfi Müller, City President
- 19:05 Presentation, Prof. Dr. Ernst Fehr
- 19:30 Discussion, Prof. Dr. Elisabeth Bronfen, Moderator
- 20:00 Reception
- 21:00 Conclusion

About the speakers

Prof. Dr. Elisabeth Bronfen, the moderator, is a cultural and literary critic, an author and professor of English language and literature. Prof. Bronfen has published numerous articles and books in the areas of gender studies and psychoanalysis.

Prof. Dr. Ernst Fehr holds the chair of the department of microeconomics and empirical economic research at the University of Zurich. In addition he conducts research and lectures worldwide at renowned universities on the understanding of psychological and sociological interrelationships in the economy. In 2008 he became the first economist to win the Marcel Benoist Prize, the "Swiss Nobel Prize". He is a leading representative of an emerging movement among economists dealing with human decision-making behavior and even incorporating brain research. He has proven in his research that many individuals have a pronounced sense of fairness and are prepared to cooperate voluntarily -- even if it costs them something.