

Im Rahmen der öffentlichen Vortragsreihe

Economic Theory and Policy

der Forschungsgruppe Ökonomie
am Institut für Stochastik und Wirtschaftsmathematik der TU Wien

hält

Prof. Dr. Holger Strulik

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einen Vortrag

mit dem Titel

I Should not be Eating this Donut: Impulse Control, Healthy Behavior, and Longevity

Abstract:

This paper proposes a novel framework to discuss impulse control problems in the context of endogenous health and longevity. Individual decisions are conceptualized as the partial control of impulsive desires of a short-run self (the limbic system) by a rationally forward-looking long-run self (the prefrontal cortex). The short-run self strives for immediate gratification through consumption of health-neutral and unhealthy goods. The long-run self reflects the long-term consequences of unhealthy behavior on health outcomes and longevity and invests time and money to improve current and future health. The model is calibrated with US data and used to provide a first assessment of the impact of imperfect self-control on unhealthy consumption, physical exercise, life-time health, longevity, and the value of life.

Zeit: Montag, 11.04.2016, 16:00 Uhr

Ort: TU Wien, Sem.R. DB gelb 04
(Wiedner Hauptstraße 8, gelber Bereich, 4. Stock)