

Statement

From prof. Julia Dobрева, PhD, VUZF University

Of dissertation for assigning PhD degree

In field of higher education 3. Social, management and legal sciences

Professional field 3.8. Economics

PhD programme *History of economic thought*

Author: *Aygun Nadji Ertyurk-Mincheva*

Topic: Concept of Homo Economicus in the behavioral economics of Richard Thaler

Supervisor: *prof. Dr. Plamen Dimitrov Chipev, Plovdiv University Paisii Hilendarski*

1. Common presentation of the PhD procedure

By order No. PD-21-452 of 01.03.2023. of the Rector of Plovdiv University "Paisiy Hilendarski" (PU) I have been appointed as a member of the scientific jury to ensure a procedure for the defense of a dissertation on the concept of Homo Economicus in the behavioral economics of Richard Thaler for the acquisition of the educational and scientific degree "doctor" in the field of higher education 3. Social, economic and legal sciences, professional direction 3.8 Economics, doctoral program History of economic sciences. The author of the dissertation is Aigun Naji Ertürk-Mincheva - full-time doctoral student at the Department of Economic Sciences, supervised by Prof. Dr. Plamen Dimitrov Chipev from Plovdiv University Paisiy Hilendarski.

The set of paper-based materials presented by Aygun Naji Ertürk-Mincheva is in accordance with the Regulations for the Development of the Academic Staff of the PU, includes the following documents:

- curriculum vitae in European format;
- dissertation work;
- abstract;
- a list of scientific publications on the subject of the dissertation;
- copies of scientific publications;

– declaration of originality and authenticity of the attached documents;

2. actuality of the topic

The issue of behavioral economics is extremely relevant in the conditions of dynamic changes and transformation of economic models in the 21st century. The research scope is extensive and covers both socio-economic dimensions, as well as environmental and specific characteristics of the economic model such as digital transformation and technological progress. The doctoral student correctly notes that the topicality of the problem stands out especially in the study of the behavior of economic agents in crisis conditions, highlighting the global financial crisis in the period 2007-2009.

The dissertation explores the concept of homo economicus in Richard Thaler's behavioral econo-mix, which constitutes the main and most important overall change in the understanding of economic man and places the understanding of homo sapiens. The dissertation also focuses on the practical application of the new concept of the individual in the economy and its institutional forms - an object of interest from governments and international organizations. The author's contribution is distinguished in the proposed nudging policies according to the contemporary trends of economic and social development.

The dissertation successfully defends the thesis, namely that "the understanding of homo economicus is built in the dynamics of historical time, undergoes change according to the problems of economic and social realities, i.e. the concept evolves with the development of science'.

In the course of developing the research, several research tasks are successfully carried out, among which the following stand out as particularly original:

1. Justification and formulation of the changes that the concept undergoes in order to periodize the development and justify the evolution of homo economicus.
2. Comparing the common features and differences of the behavioral economics model and the traditional concept of the rational economic model. Revealing the changes in the method of

application of Richard Thaler's concept in justifying and applying the principles and theories introduced by him.

3. Establishing the significance of the application of behavioral economics. Determining the spheres of practical implementation of behavioral economics.

4. Proposal of specific policies suitable for the current socio-economic situation.

Around these research tasks, the scientific and scientific-applied contributions of the dissertation stand out.

3. Knowledge of the problem

In the dissertation, the doctoral student demonstrates in-depth knowledge of the problem and creatively evaluates the literary material. 313 literary sources are cited.

4. Methodology of the study

The chosen research methodology allows the achievement of the set goal and the fulfillment of the research tasks in the dissertation work.

The methodology is based on a detailed analysis of scientific sources. A comparative analysis of the category under different paradigms is performed. Institutional analysis is applied and behaviorist methodology is analyzed. Through documentary analysis and a deductive approach, trends and characteristics are presented.

5. Characteristics and evaluation of the dissertation and contributions

The dissertation has a total volume of 242 pages. It is appropriately structured and consists of an introduction, three chapters, a conclusion, 2 appendices and 313 cited literary sources.

The first chapter is theoretical. It comprehensively examines the essence, definitions, models for homo economicus in economic theory. The study offers theoretical summaries, with a critical analysis following the development and application of the model by different schools and authors.

The second chapter analyzes the place, contributions, views and principles of behavioral economics in economic science. The research carries out a periodization of the current, the direc-

tions of the methodology of the development of the behavioral economic theory are investigated. The concepts, models and methodology related to the essence, role and place of the concept of economic man in the theory of Richard Thaler are explored.

The third chapter explores the most significant and practical application of behavioral economics, specifically the so-called "nudge" by Richard Thaler. The influence of behavioral economics in individual areas is traced, the applied policies are specified, their value is specified and suggestions are given for implementation in current conditions.

A particularly valuable contribution of the dissertation is the traced restrictive conditions for nudge policies and the development potential is assessed. The author points out the directions of development of behavioral economics with the determination of its problematic aspects.

6. Evaluation of the publications and personal contribution of the PhD student

The doctoral student has attached 6 scientific publications (articles) published in proceedings of scientific conferences, three of which are co-authored. All publications are on the topic of behavioral economics.

In the dissertation, the author singles out five contributions that I accept as valid.

Theoretical contributions

1. Theoretical models regarding the construction, development, confirmation and challenge of the homo economicus model in economic theory are analyzed. In the course of the analysis, the author proves through an evolutionary tree of development that the concept of the category homo economicus evolved with the development of economic theories and changed scientific paradigms.
2. It is argued that the principles of behavioral economics are influenced not only by cognitive psychology, but also by decision-making theory, mathematical psychology and rationality.
3. The contributions of R. Thaler are synthesized, being indicated as a central figure in the development and popularization of behavioral economics. In this regard, the author of the dissertation

brings out the principles of rationality proposed by R. Thaler through the quasi-rational agent, homo psychologicus and homo sapiens.

Contributions of a theoretical-applied nature

1. The author of the dissertation explains how nudge is implemented by presenting commonly applied choice architecture frameworks and nudge categories. In this direction, the institutions with departments using behavioral economics and their focal guidelines for implementing nudge policies are specified. Problem points and limitations to the implementation of push policies have been identified.
2. Applied analysis brings out the areas of application of push policies.

7. Abstract

The abstract has a total volume of 30 pages and synthesizes the dissertation work with all its elements in a structural sense, as well as the contributions of the research.

8. Recommendations for future use of dissertation contributions and results

I recommend the PhD student to prepare and publish the scientific research in the form of a book, which I believe will be useful and interesting for students, teachers and a wide range of readers.

CONCLUSION

The dissertation contains scientific, scientific-applied and applied results, which represent an original contribution to science and meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the Implementation of the ZRASRB and the relevant Regulations of PU "Paisiy Hilendarski" .

The dissertation shows that the PhD student Aigun Naji Ertürk-Mincheva possesses in-depth theoretical knowledge and professional skills in professional direction 3.8. Economics by demonstrating qualities and skills for independent conduct of scientific research.

Due to the above, I confidently give my positive assessment of the conducted research, presented by the above-reviewed dissertation work, abstract, achieved results and contributions, and I propose to the honorable scientific jury to award the educational and scientific degree "doctor" to Aygun Naji Ertürk-Mincheva in the field of higher education: 3. Social, economic and legal sciences, professional direction, 3.8. Economics, doctoral program "History of Economic Sciences".

02.05.2023

Reviewer:

(signature)

Проф. д-р Юлия Добрева