

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО
на засіданні кафедри
соціальної економіки
Протокол № 19 від 16.12.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

ЕКОНОМІЧНА ПСИХОЛОГІЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань **05 Соціальні та поведінкові науки**
Спеціальність **051 Економіка**
Освітній рівень **третій (освітньо-науковий)**
Освітня програма **Економіка**

Статус дисципліни **вибіркова**
Мова викладання, навчання та оцінювання **англійська**

Розробники:

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Вікторія ЛУГОВА

Завідувач кафедри
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Галина НАЗАРОВА

Гарант програми



Галина НАЗАРОВА

Харків
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the Social economy
department
Protocol № 19 of 16.12.2023

AGREED

Vice-rector for educational and methodical work


Karina NEMASHKALO

ECONOMIC PSYCHOLOGY

Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

**Social and behavioral sciences
051 (Economy)
Third (educational and scientific)
Economy**

Course status
Language

**elective
English**

Developers:

Doctor of Economics,
Professor



Galyna NAZAROVA

PhD (Economics), Associate
Professor



Victoriia Luhova

Head of Department
of Social Economics



Galyna NAZAROVA

Head of Study Programme



Galyna NAZAROVA

**Kharkiv
2023**

INTRODUCTION

Economic psychology is a new and rapidly developing interdisciplinary field of science that combines the principles and techniques of economics and psychology to study the economic behavior of individuals, the relationships between economic entities, individual economic sectors and regions. Among the problems in the center of her attention are the issues of the place of a person in the system of productive forces, the structure of economic consciousness and the problems of its formation; study of human attitudes towards different forms of ownership; psychological aspects of distribution and consumption; quantitative and qualitative characteristics of human needs, patterns of their origin, development, satisfaction and reproduction; psychological conditions for planning efficiency; development of concepts and practical recommendations based on psychological research that can influence further improvement of the quality of life.

The discipline "Economic Psychology" allows you to master the ability to navigate the psychological aspects of consumer behavior, finance and money circulation, economic policy; to find and analyze psychological factors that affect economic activity; to predict the possible consequences of the influence of psychological factors on various forms of economic behavior; to focus on individual differences in the economic behavior of individual subjects; to use the knowledge gained to shape your own economic behavior.

The academic discipline "Economic Psychology" belongs to the elective disciplines.

The purpose of the discipline: to study the theoretical foundations of economic psychology and to acquire practical skills in using a psychological approach to the analysis of economic phenomena and processes.

To achieve this goal, the following main tasks have been set:

defining the features of economic psychology as a scientific discipline and a sphere of human activity;

understanding of the psychological foundations of economic consciousness and economic behavior, the role of socialization in these processes;

to study the main practical problems of economic psychology and to increase the level of economic competence of students of the third (educational and scientific) level of higher education in relation to the behavior of business entities.

The object of economic psychology is the processes operating in the economic environment, where the main actors are individuals and social groups.

The subject of economic psychology is the theoretical, methodological and applied regularities and peculiarities of the manifestation of individual and group psychological qualities in the economic environment, as well as the factors and mechanisms of influence of economic phenomena on the formation of individual behavior in the market environment.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

| Learning outcomes | Competencies |
|---|--|
| Acquire advanced conceptual and methodological knowledge in economics, management of socio-economic systems and at the interface between subject areas, as well as research skills sufficient for doing fundamental and applied research at the level of world achievements in the relevant field | Ability to think abstractly, carry out analysis and synthesis |
| | Ability to search, process and analyse information from various sources |
| | Ability to do original research, achieve scientific results that create new knowledge in economics and related interdisciplinary areas and can be published in leading scientific publications in economics and related fields |
| Plan and carry out empirical and/or theoretical research in the field of economics and related interdisciplinary areas, critically analyse the results of own research and results of other researchers in the context of entire complex of modern knowledge regarding the problem under study | Ability to search, process and analyse information from various sources |
| | Ability to do original research, achieve scientific results that create new knowledge in economics and related interdisciplinary areas and can be published in leading scientific publications in economics and related fields |
| Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, empirical research and mathematical and/or computer modelling, available literature data | Ability to search, process and analyse information from various sources |
| | Ability to detect, deeply analyse and solve problems of a research nature in the field of economics, taking into account economic risks and possible socio-economic consequences, assess and ensure the quality of performed research, including studies on issues of European and Euro-Atlantic integration |
| | Ability to substantiate and prepare economic decisions based on understanding the patterns of socio-economic systems development and processes using mathematical methods and models |

COURSE CONTENT

Content module 1: Theoretical aspects of economic psychology

Topic 1: Introduction to economic psychology

1.1 Economic psychology as a science, its object, subject, principles and tasks

Economic psychology as a field of human activity. Object and subject of economic psychology. Principles and objectives of economic psychology. Microeconomic and macroeconomic psychology.

1.2. History of the origin and development of economic psychology

Evolution of economic and psychological ideas in the history of human development. The theory of the rational "economic man". Reasons for the transition to the level of psychology in the study of economic reality. Formation of economic psychology as a scientific discipline. Modern concepts of economic psychology.

1.3. Economic psychology in the system of sciences

Interdisciplinary connections of economic psychology. Correlation of economic psychology and other psychological disciplines.

1.4. Research methods in economic psychology

Methodological principles of research in economic psychology. Research methods in economic psychology. Surveys. Observation. Experimentation. Analysis of documents. Testing.

Topic 2. Economic consciousness and economic behavior

2.1. Economic consciousness and economic thinking

The phenomenon of economic consciousness. Types of economic consciousness: individual, group, social. The main characteristics of economic consciousness. Functions of economic consciousness: reflective and informational, evaluative, communicative, accumulative, regulatory. The structure of economic consciousness. Economic self-awareness. Economic thinking.

2.2. The concept of economic behavior

The essence of economic behavior. The relationship between economic consciousness and economic behavior. Types of economic behavior: production, distribution, exchange, consumer. Objective and subjective factors and processes that influence economic behavior. Social and psychological factors of economic behavior: economic consciousness of society, group consciousness, situational factors, individual psychological factors.

2.3. Cognitive components of economic behavior

Cognitive components and factors of economic behavior: perception and ideas about economic parameters, rational and irrational in economic thinking, decision-making factors. Economic ideas and economic thinking. Psychological problems of decision-making. Phenomena of collective decision-making.

2.4. Affective components of economic behavior

Emotions and their role in economic decision-making. Feelings. Experiences. Characteristics of economic emotions. Types of economic emotions: akizitivnye, practical, gnostic, pugnichnye, altruistic or egoistic.

2.5. Motivational and volitional components of economic behavior

Economic needs and motives. Types of economic motives: motives of investment, labor activity, economic egoism and altruism, motives of consumption and accumulation. Volitional components of economic behavior.

Topic 3. Economic socialization

3.1. Economic socialization and its impact on economic behavior

The essence of personality socialization. Agents and institutions of personality socialization. Economic socialization as a component of socialization. Social phenomena that affect economic socialization. Mechanisms of economic socialization. The role of value orientations in economic socialization.

3. 2. types of economic socialization

Types of economic socialization: labor socialization, economic socialization, consumer socialization. Labor socialization and its stages. Types of economic socialization by the presence of a goal: purposeful, situational, self-education. Types of economic socialization by the activity of the subject: voluntary and compulsory.

3.3. Stages of economic socialization

Economic socialization of children. Characteristics of the stages of economic socialization in childhood. Economic socialization of adolescents. Economic socialization of adults. Stages of economic socialization throughout life. Economic socialization in the pre-retirement and post-work period: desocialization and resocialization.

Topic 4. Psychology of consumption

4.1 Consumption as a problem of economic psychology

Goods and services as objects of consumption. The concept of the acquisition of goods. Consumer behavior and consumer choice. Social groups of consumers. Typical effects of consumer behavior: the bandwagon effect, the snob effect, the Veblen effect, the price-quality effect, the quality loyalty effect.

4.2 Consumption factors

Social and psychological factors of consumer behavior. Psychological (personal) factors of consumption. Economic factors of consumption. Situational factors of consumption. Classification of factors influencing the purchase decision (J. F. Krolar).

4.3. Models of consumer choice behavior

F. Kotler's model of consumer behavior. M. Friedman's model of consumer choice. Anderson's model. The model of F. Nicosia. The model of J. Howard-Shea.

4.4. Commodity fetishism and demonstrative consumption

Forms of market power over a person. Commodity fetishism as a social and psychological problem. Causes of commodity fetishism. The psychological field of commodity fetishism. The concepts of "conspicuous (consumer, fashion, status)

consumption" and "conspicuous expenditure". Tristain Veblen's theory of demographic consumption. Georg Simmel's theory of fashion. Motivation of demonstrative consumption. Oniomania (shopaholism).

Content module 2. Practical problems of economic psychology

Topic 5. Psychology of money

5.1. The essence of the psychology of money

Money as an object of research. The contribution of psychology to the study of the phenomenon of money. Psychological aspects of money perception. Socio-cultural features of attitudes towards money. Attitudes towards money in different social groups.

5.2. Money as a measure of relations between people

Psychological functions of money in human relationships. Stratification of people in relation to the amount of wages, spending money. Psychological features of money functioning outside the sphere of commodity production.

5.3. Money and personality

The influence of money on the formation of personality. The influence of volitional qualities on the attitude to money. Money types of personality

Topic 6. Psychology of wealth and poverty

6.1. Psychology of wealth

The content of ideas about rich and poor people. Specificity of the features by which people are classified as rich. The main characteristics of the psychology of wealth.

6.2. Psychology of poverty.

The essence of poverty as a psychological phenomenon. Causes of poverty. Personal characteristics of poverty.

Topic 7. Psychology of work

7.1. The concept of labor as a factor of production and a socio-psychological category

Psychological aspects of labor activity. The relationship between the structure of work and personality. Influence of work on personality development.

7.2. Adaptation to work and factors of its motivation

Development of the individual as a subject of labor. The main phases of professional development. Choosing a profession and professional selection. Personal motivation and responsible professional behavior. The place of motivation in the conscious choice of profession. Types of motivation for choosing a profession

7.3. Psychological foundations of personality professionalization

Professionalization of the individual. Stages of professionalization: adaptation, formation, stagnation. Problems of competitiveness and professional career.

7.4. Occupational deformation of the personality

The influence of professional activity on human personality structures. Professional destruction. The main trends in the development of professional destructions Professional deformation of the personality. Causes of professional deformation. Professional burnout.

Topic 8: Psychology of entrepreneurship

8.1. Entrepreneurship as a social and psychological phenomenon

Social and economic essence of entrepreneurship. The role of the economic and psychological phenomenon of entrepreneurship in the development of society. Social and economic aspects of entrepreneurship analysis. Entrepreneurship and business from a psychological point of view. Entrepreneurship as behavior and activity.

8.2. Ethics and ideology of entrepreneurship

The social and economic functions of modern entrepreneurship. The problem of ethics of entrepreneurship. Hierarchical levels of business ethics. Ethical priorities of the modern entrepreneur.

8.3. Social and psychological portrait of an entrepreneur

Social and Psychological Portrait of an Entrepreneur's Personality in Cultural and Historical Dynamics Social and Psychological Qualities of a Modern Entrepreneur.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar)) / laboratory studies

| Name of the topic and tasks | Contents. |
|-----------------------------|---|
| Topic 1: Task 1. | Practical task "Research methods in economic psychology" |
| Topic 2. Task 2. | Business game "Economic awareness and economic behavior" |
| Topic 3. Task 3. | Discussion "Peculiarities of economic socialization in the XXI century". Практичне завдання «Аналіз механізмів економічної соціалізації» |
| Topic 4. Task 4. | Business game "Factors of consumption". Discussion "Models of selective consumer behavior" Practical task: Diagnosing the demonstrative nature of consumption. |
| Topic 5. Task 5. | Small group work "Determining the role of money in the life of a modern person" |
| Topic 6. Task 6. | Work in groups "The idea of a rich and a poor person" |
| Topic 7. Task 7. | Group work "Identification of motivational factors of professional activity". Discussion Presentation "Occupational deformities and work with them". Discussion |
| Topic 8: Task 8. | Discussion "Social and psychological portrait of a modern entrepreneur" |

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

| Topic tasks | Contents |
|--------------|--|
| Topics 1 - 8 | Studying the lecture material |
| Topics 1 - 8 | Preparing for practical classes |
| Topics 1 - 8 | Performing individual educational and research tasks |
| Topic 7 | Preparing for a presentation |
| Topics 4, 8 | Preparing for tests |

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topics 1, 2, 3, 5, 8), problem lecture (Topics 4, 7), lecture-dialogue (Topic 6)).

Visual (demonstration (Topics 1-8)).

Practical (practical work (Topics 1-8), discussion (Topics 2, 4, 7), presentation (Topic 7), business games (Topics 2, 4)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: individual educational and research tasks (40 points), business game (20 points), report with presentation (10 points), written test (30 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Гусєва О. Ю. Психологія підприємництва та бізнесу: навч. посібн. / О. Ю. Гусєва., С. В. Легомінова, О. В. Воскобоева та ін. – Київ : Державний університет телекомунікацій, 2019. – 257с.
2. Компанієць В. В. Економічна психологія: Конспект лекцій / В. В. Компанієць, О. М. Полякова. – Харків: УкрДУЗТ, 2021. – 90 с.
3. Психологія та поведінка споживача: конспект лекцій для студентів першого (бакалаврського) рівня / В. В. Ушкальов. Харків: ХНЕУ ім. С. Кузнеця, 2021. 100 с.
4. Фера С. В. Економічна психологія: навч. посібн. / С. В. Фера. – Чернігів: ФОП Баликіна С.М., 2020. – 164 с.

Additional

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7. Лугова В. М. Формування позитивної професійної я-концепції працівника як умова його професійного розвитку / В. М. Лугова // Сучасні проблеми управління підприємствами: теорія та практика : матеріали міжнар. наук.-практ. конф., 3-4 березня 2020 р., м. Харків – м. Торунь. – Х. : ФОП Панов А. М., 2020. – С. 175-176. – Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/23472>
8. Поведінка споживача [Електронний ресурс] : навч. посіб. / Зозульов О.В., Гнітецький Є. В.; КПІ ім. Ігоря Сікорського. – Електронні текстові дані (1 файл: 2,28 Мбайт). – Київ : КПІ ім. Ігоря Сікорського, 2018. – 99 с.
9. Психологія праці: навч. посібн. / за ред. Є. Л. Скворчевської – Харків Держ. біотехнол. ун-т, 2022. – 160 с.
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14. Kirchler E. Economic Psychology: An Introduction / E. Kirchler, E. Hoelzl. – Cambridge University Press, 2018. – 413 p.
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