

You are invited to a

Curtin Business School Public Lecture

Happiness – the view of economics

Presented by Professor Bruno Frey

Wednesday 20 January

Lecture commences at 6pm

Refreshments from 5.15pm

Tim Winton Lecture Theatre

Building 213

Curtin University of Technology, Bentley

Please enter via the Kent Street main entrance and follow the signs to car park P3

RSVP is essential on 9266 2563 or email events@curtin.edu.au by Monday 18 January

If you have any special requirements to enable you to attend this event please advise when you RSVP

We will contact you to provide assistance. Please see <http://disability.curtin.edu.au/>

The Lecture: Everybody wants to be happy. There is probably no other goal in life that commands such a high degree of consensus. Only a few years ago, most economists have shied away from dealing with happiness and considered it an unscientific concept. Things have dramatically changed: happiness research has made great progress, with economists playing a leading role. In certain respects the changes may be interpreted as 'revolutionary'. The economics of happiness has become a hot topic in which many economists now engage. This is an indication in which direction the discipline of economics is likely to evolve.

The Speaker: Professor Bruno Frey is a Professor of Economics at the University of Zurich and the Research Director of CREMA, Centre for Research in Economics, Management and the Arts, Switzerland. Professor Frey seeks to extend economics beyond standard neo-classics by including insights from other disciplines, including political science, psychology and sociology. His current research interests include economics of terrorism, economics and psychology and corporate governance. Professor Frey is the author of 20 books and has published more than 500 articles and 150 notes in professional journals in economics and other disciplines.

Not Just for the Money emphasised the importance of intrinsic motivation in employment as well as remuneration. *Successful Management by Motivation* looked at case studies in various companies and argued that performance pay could actually reduce motivation in certain circumstances. His most recent book is Bruno S. Frey, *Happiness: A Revolution in Economics*, MIT Press, Cambridge, Mass. (2008).