

Psychological factors of economical decision-making

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The article provides an overview of the main directions of economical behavior's analysis in the context of the role of psychological factors. The latest methods of behavioral economics are summarized, the most actual nowadays concepts of rationality are examined; also the brief review of the experiments held by a group of researchers at the chair of economics and the chair of project management, focused on an identifying some psychological factors affecting economical behavior, is given. The main conclusion is that the promising outlook is in further intensification of the economical and psychological sciences synthesis in order to built a new paradigm, which would present human being as a rationally thinking, though emotional and socially determined creature.

Keywords: rational behavior, “homo economicus” paradigm, behavioral economics, behavioral patterns, behavioral heuristics

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