

# Genesis of behavior in economics : Application to an environmental issue

**Cargese  
2009**

**Interdisciplinary  
Seminar**

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# Framework

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- **Rationality:**

from maximising...

...to satisficing

- **Environmental application**

Environmental strategy

Decision making

# Introduction

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## Standard economic theory

- Perfect market
- Perfect information

## Environmental problematic

Imperfect competition

Imperfect information

# I. Standard theory and rationality

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## **Assumption:**

Optimising rationality

Adapting resources and wants

Anticipating

## **Choice determinants:**

Constraints

Representation

preferences

# Introduction

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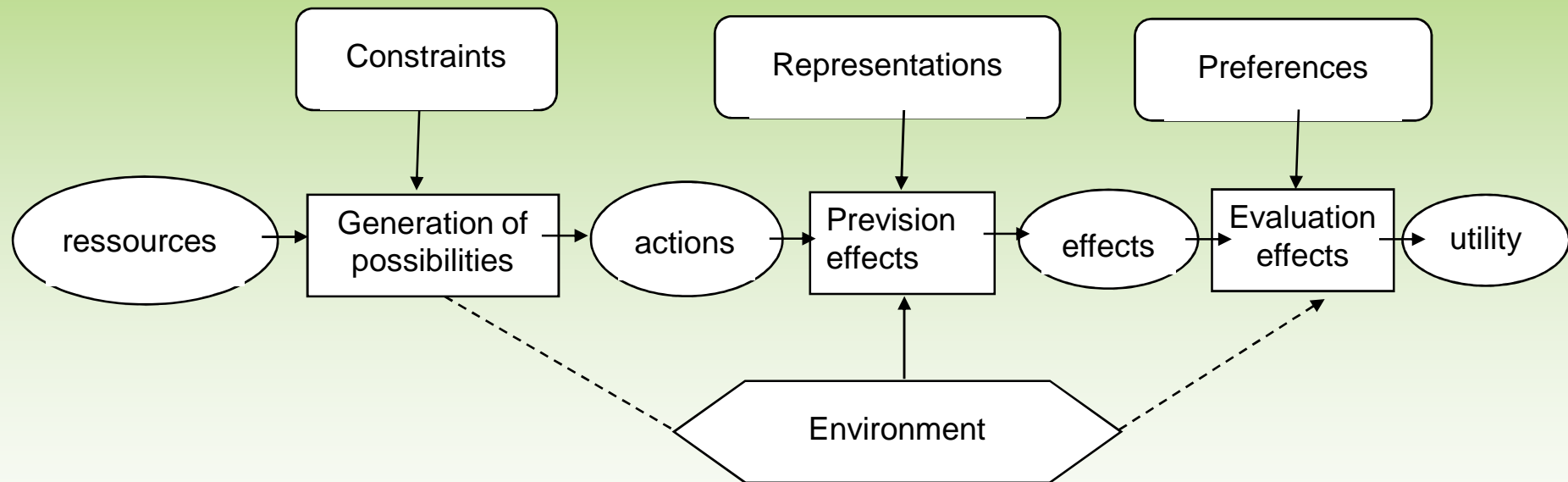
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## **Three steps :**

- To specify
- To anticipate
- To estimate

# I. Standard theory and rationality

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# Strategic analysis

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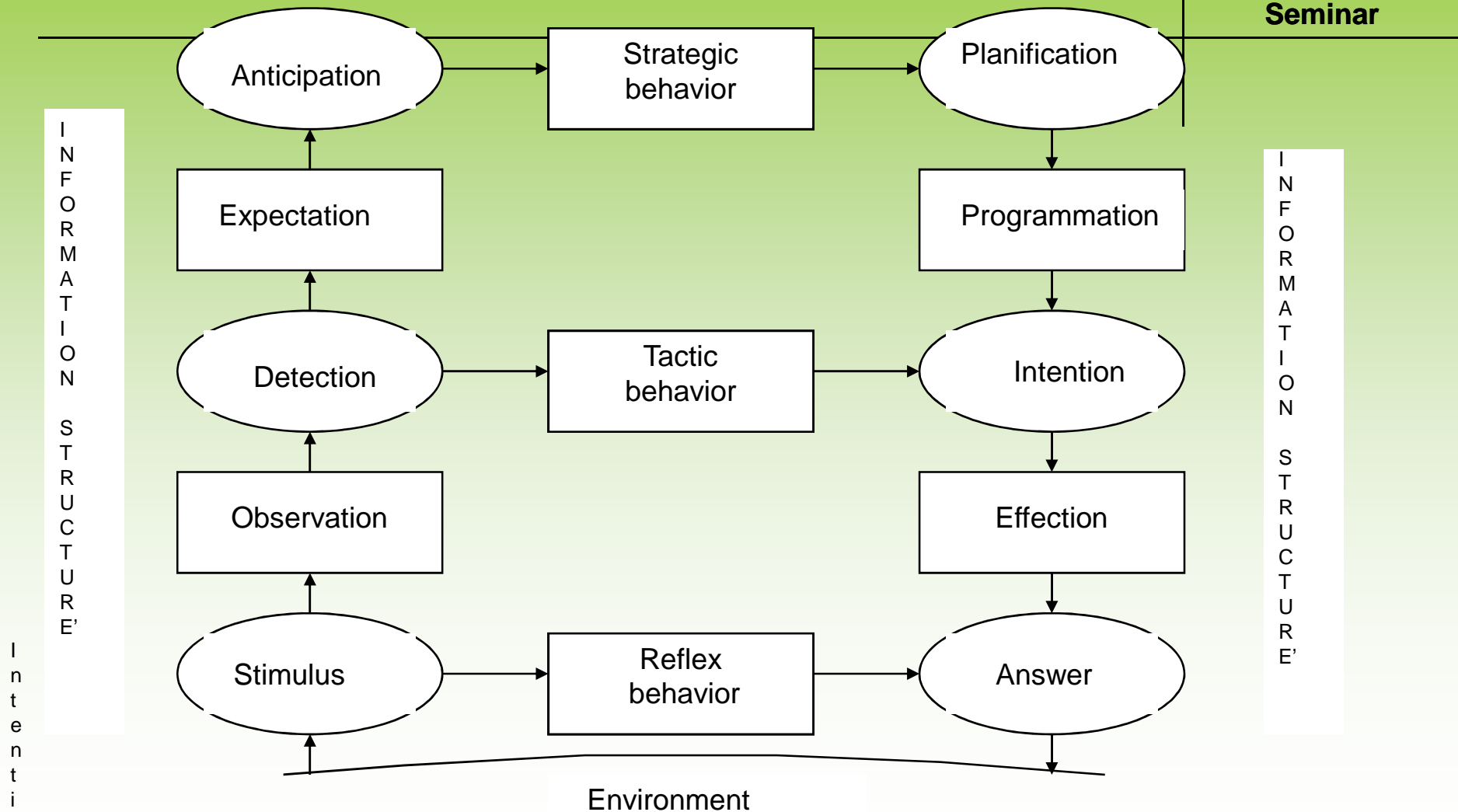
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## **Definition :**

- Strategy
- Information
- Context

# Strategic analysis

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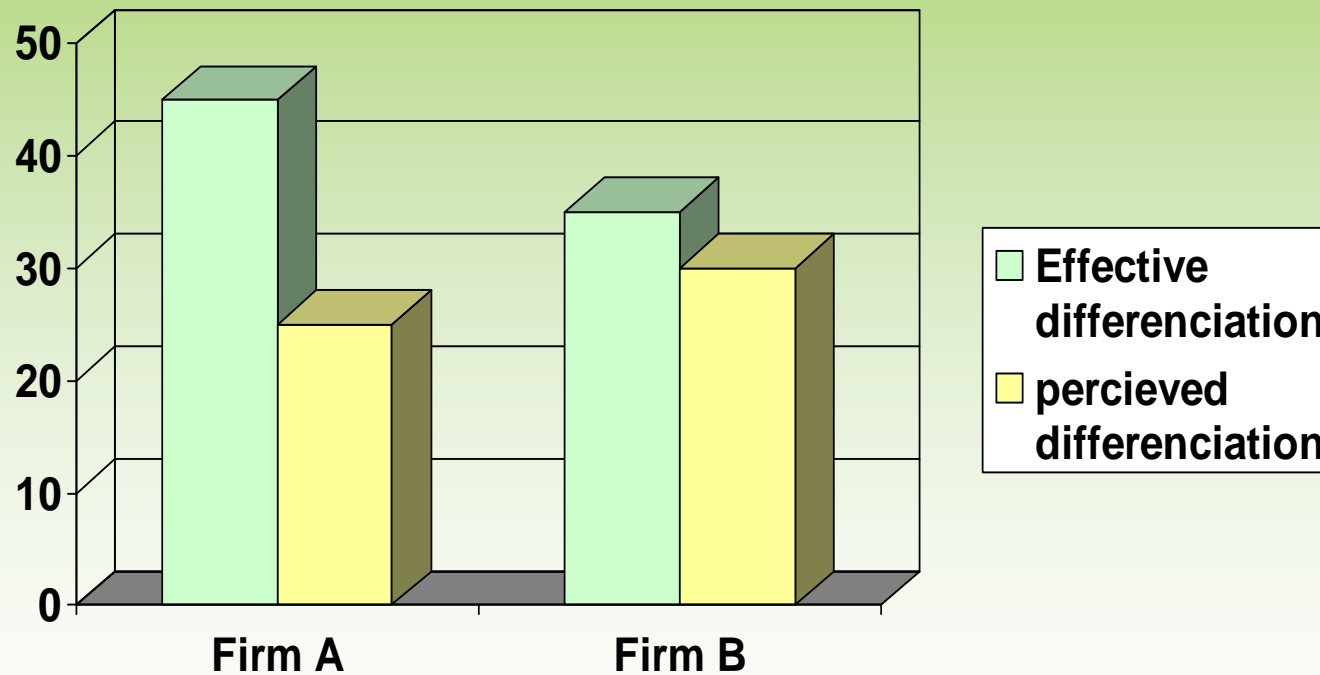


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# Environmental strategic analysis

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# Environmental strategic analysis

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Environmental  
Communication

=

« stimulus »

Environnemental  
consumption

=

answer

Environmental differentiation :

- Willingness to pay
- Reliable information
- Innovation

# Environmental strategic analysis

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Actors:

Firm and competitors (environmental strategy)

Consumer (willingness to pay)

Authorities (rules and laws)

Middleman (reliable information)

# Environmental strategic analysis : the *context*

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Market context

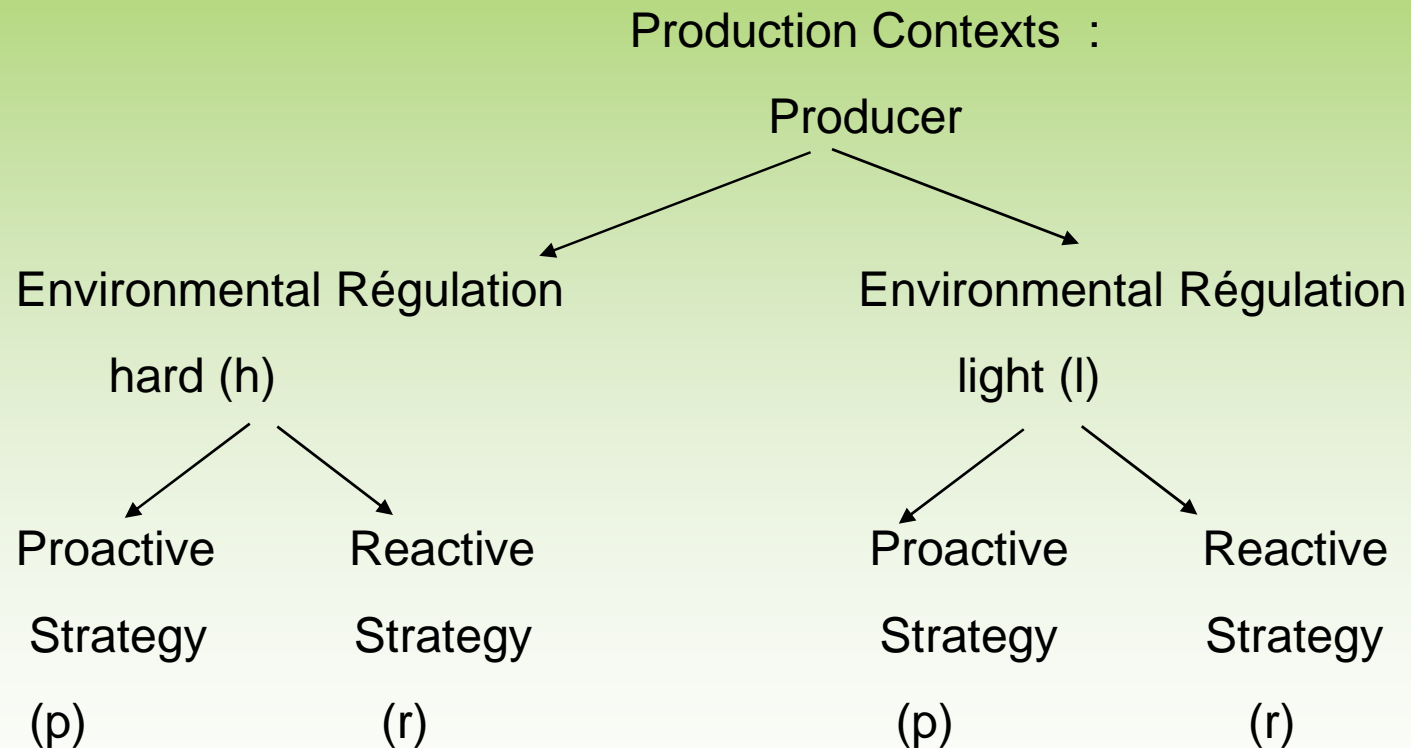
Market structure

Consumer

	Intermediated	Free
Really sensitive	I	II
Few sensitive	III	IV

# Environmental strategic analysis : the context

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# Conclusion

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