"Stimulating the development of renewable energy through the motivation of consumer choice"

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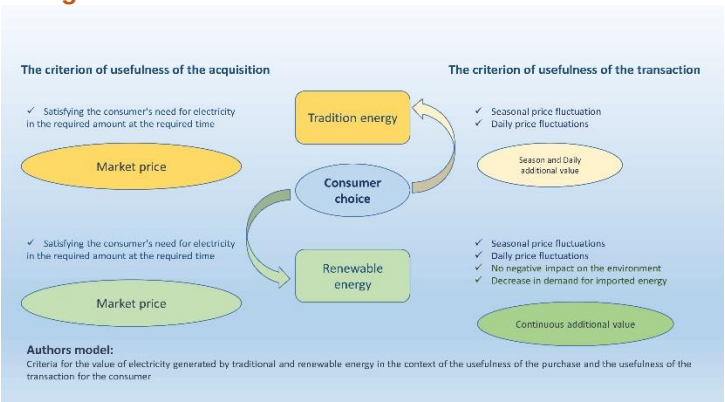
Abstract

The report presentation substantiates a new paradigm of state policy to stimulate the development of renewable energy. The authors, based on the work of R. Thaler on behavioral economics, show that for a conscious responsible consumer the value is not only the usefulness of the acquisition but also the usefulness of the transaction.

Conscious consumer choice of goods with a share of "green energy" will stimulate the development of renewable energy through a market mechanism, rather than a regulatory one.

In addition, with such a state policy, decision-making is a "distributed voice of the responsible consumer" and not a centralized formal instruction, respectively, it is more resistant to corruption risks, and therefore - more effective.

Image



Recent Publications (minimum 5)

1. Gatersleben, B., Steg, L., & Vlek, C. (2002). Measurement and determinants of environmentally significant consumer behavior. *Environment and Behavior*, *34*(3), 335–362. https://doi.org/10.1177/0013916502034003004
2. Axsen, J., & Kurani, K. S. (2012). Social influence, consumer behavior, and low-carbon energy transitions. *Annual Review of Environment and Resources*, *37*(1), 311–340. https://doi.org/10.1146/annurev-environ-062111-145049
3. Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2009, March 10). *Sustainable consumption: Green consumer behaviour when purchasing products*. Wiley Online Library. Retrieved October 1, 2021, from https://onlinelibrary.wiley.com/doi/abs/10.1002/sd.394.
4. Cai, S., Long, X., Li, L., Liang, H., Wang, Q., & Ding, X. (2019). Determinants of intention and behavior of low carbon commuting through bicycle-sharing in China. *Journal of Cleaner Production*, *212*, 602–609. https://doi.org/10.1016/j.jclepro.2018.12.072
5. Nuwan Gunarathne, A. D., Hitigala Kaluarachchilage, P. K., & Rajasooriya, S. M. (2020). Low-carbon consumer behaviour in climate-vulnerable developing countries: A case study of sri lanka. *Resources, Conservation and Recycling*, *154*, 104592. https://doi.org/10.1016/j.resconrec.2019.104592



Biography:

Andrii Kitaev - Head of the Center for Energy Management and PhD student of the Mohyla Doctoral School from the Department of Marketing and Business Management of the National University "Kyiv-Mohyla Academy". He has more than 25 years of practical experience in public administration, business management, innovation and investment management.

Research interests: economic modeling in the field of sustainable development energy, mechanisms of public management of sustainable development.

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Biography:

Dr. Nina Chala is Ukrainian researcher and now holds the positions of the Professor at the National University of Kyiv-Mohyla Academy. Dr. Chala possess more than 20 years of proven academic, leadership, managerial experience in policy analysis, academic research, civil society leadership and advocacy on Sustainable Development Goals.

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Biography

Univ.-Prof. Dr. Nikolai N. Korpan is Chairman of the International Institute of Cryosurgery established at the Rudolfinerhaus Private Clinic, Vienna, Austria and at the same time Professor at the National Medical University, Kyiv, Ukraine. In essence, Prof. Dr. Korpan as scientist, researcher and discoverer has published 317 original research papers and articles in the prestigious journals in the world including the peer-reviewed International Top Journals: Annals of Surgery, USA; American J of Surgery USA; American J of Surgical Research, USA; J of the American College of Surgeons, USA; Pancreas, USA; Technology in Cancer Research & Treatment, USA; Cryobiology, USA; PLOS One, USA. He is author and co-author of 12 published scientific monographs. His innovative ideas have led to 51 national, European and international patents including the USA, Japan and China.

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