

## Bruno S. Frey – Short Biography

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**Prof. Dr. Dr. h.c. mult.**

**Permanent Visiting Professor at University of Basel  
and  
Research Director at CREMA - Center for Research in Economics,  
Management and the Arts, Zurich (Switzerland)**

Bruno S. Frey is a Swiss citizen, born in Basel, Switzerland in 1941. Study of economics at the Universities of Basel (CH) and Cambridge (UK); Ph.D. “summa cum laude” in Economics 1965 and 1969 Habilitation at the University Basel. 1970-2011 Associate Professor at the University of Basel, 1970-1977 Professor of Economics at the University of Constance, 1990-1991 Visiting Research Professor at Graduate School of Business, University of Chicago, 1977-2012 Professor of Economics at the University of Zurich, 2010-2013 Distinguished Professor of Behavioural Science at the Warwick Business School of the University of Warwick (UK). 2012-2015 Senior Professor for Political Economy at the Zeppelin University, Friedrichshafen (DE). Since 2015 Permanent Visiting Professor at the University of Basel (CREW – Center for Research in Economics and Well-Being).

Honorary doctorates in economics of the Universities of St. Gallen (Switzerland, 1998) and Goeteborg (Sweden, 1998), of the Free University of Brussels (Belgium, 2009), the University of Aix-en-Provence/Marseille (France, 2010), and the University of Innsbruck (Austria, 2011). Fellow of the Public Choice Society, Corresponding Fellow of the Royal Society of Edinburgh (FRSE), Distinguished CESifo Fellow, Distinguished Fellow of the Association for Cultural Economics International, Elected Member of the European Academy of Sciences and Arts (Academia Scientiarum et Artium Europaea), Winner of the first Stolper-Prize of the Verein für Socialpolitik (Association of German-speaking economists).

He is the author of numerous articles in professional journals and books, including – among others – *Not Just for the Money* (1997), *Economics as a Science of Human Behaviour* (1999), *The New Democratic Federalism in Europe* (with Reiner Eichenberger, 1999), *Arts & Economics* (2000), *Inspiring Economics* (2001), *Successful Management by Motivation* (with Margit Osterloh, 2001), *Happiness and Economics* (with Alois Stutzer, 2002), *Dealing with Terrorism – Stick or Carrot?* (2004), *Economics and Psychology* (with Alois Stutzer, eds., 2007), *Happiness: A Revolution in Economics* (2008), *Glück: Die Sicht der Ökonomie* (with Claudia Frey Marti, 2010), *Economic Ideas You Should Forget* (with David Iselin, eds., 2017), *Honours versus Money. The Economics of Awards* (with Jana Gallus, 2017), *Economics of Happiness* (2018), *Economics of Art and Culture* (2019), *21st Century Economics. Economic Ideas You Should Read and Remember* (with Christoph Schaltegger, eds., 2019).

A more complete list of publications is available at [www.bsfrey.ch](http://www.bsfrey.ch).

Main Research Activities: Application of economics to non-economic fields such as politics (Economic Theory of Politics and International Political Economy), art, history, conflict,

family and the extension of the model of human behaviour by integrating psychological and sociological elements, in particular Happiness Research and the Economics of Awards.