

UNDERSTANDING DECISION-MAKING THROUGH BEHAVIORAL ECONOMICS



FRIDAY • MAY 5, 2023 • 3-4 P.M.

Memorial Union, Anishinaabe Theatre | Also offered via zoom

Reception will follow

CHERYL WACHENHEIM

Professor | Department of Agribusiness
and Applied Economics



FACULTY LECTURESHIP NO. 62

CHERYL WACHENHEIM, PH.D.

Professor | Department of Agribusiness
and Applied Economics

Cheryl Wachenheim is a professor in agribusiness and applied economics department at NDSU. She has been at the university for 24 years. She earned an undergraduate degree in animal science from the University of Minnesota, and master's and doctorate degrees in agricultural economics and an MBA from Michigan State University. Wachenheim teaches agricultural finance, agricultural sales and principles of real estate. Her research focuses on farm and agribusiness firm decision-making, precision agriculture and pedagogy. She received the NDSU Excellence in Mentoring Award in 2022 and was named Agriculture Distinguished Educator in 2021 by North American Colleges and Teachers of Agriculture.

Wachenheim has been a member of the Army National Guard for 25 years and has deployed to Iraq and Afghanistan.

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Wachenheim's lecture aims to make economics fun for everyone. She will share how cognitive, psychological and social factors influence decision-making beyond that considered in classical economics. She also will discuss how behavioral nudges are used to motivate people toward social and personal goals.