



Adrian Künzler – Behavioral and Institutional Law and Economics – Branco Weiss fellow since 2011

The Law's Role in Promoting Economic Growth

Adrian Künzler draws on insights from the behavioral sciences to document the law's role in stimulating new innovation and economic growth. His work involves developing a novel set of responses to problems of consumer sovereignty that will facilitate a more efficient exchange of information about consumer preferences relating to tangible product features, functions, and quality. In his research Adrian benefits from a five-year fellowship awarded by Society in Science. He is one of currently 38 outstanding postdoctoral researchers from around the world who have been selected as a Branco Weiss fellow.

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