



14th GEAR Quarterly Lecture
28 May 2025, 2:00-3:30 p.m. BST (London time)
University of Reading, Whiteknights, Edith Morley building, room 74 (hybrid)

Professor Robert Sugden
(University of East Anglia)

“The Demand and Supply of Paternalism”

Robert Sugden is a Professor in the School of Economics at the University of East Anglia. His research uses a combination of theoretical, experimental and philosophical methods to investigate issues in welfare economics, social choice, choice under uncertainty, the foundations of decision and game theory, the methodology of economics, and the evolution of social conventions. He is the author or editor of ten books, of which the most widely read are *Principles of Practical Cost-benefit Analysis* (1978, with Alan Williams), *Economics of Rights, Co-operation and Welfare* (1986 and 2004), *Experimental Economics: Rethinking the Rules* (2010, with five co-authors) and *The Community of Advantage: A Behavioural Economist's Defence of the Market* (2018). He is the author of over 150 papers in refereed journals including *American Economic Review*, *American Political Science Review*, *Econometrica*, *Economic Journal*, *Games and Economic Behavior*, *Journal of Economic Literature*, *Journal of Economic Theory*, *Journal of Philosophy*, *Review of Economic Studies*, and *Quarterly Journal of Economics*. He is one of the few UK economists included in the ISI Highly Cited list.

The lecture will be based on joint work with Andrea Isoni, Axel Ockenfels and Jiwei Zheng. As usual, it will be synchronously recorded and available for viewing *ex post* from the University of Reading's Research YouTube channel. Here is the [MS Teams link to join](#) – but do try to come in person! The lecture is free to attend but if you come in person, please send an e-mail to register your interest to Mrs Rachel Tregidgo at r.a.tregidgo@reading.ac.uk