

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО

на засіданні кафедри підприємництва, торгівлі та туристичного бізнесу

Протокол № 1 від 20.08.2025 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

СОЦІАЛЬНА ПСИХОЛОГІЯ У ПРАВОВІЙ СФЕРІ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	всі
Спеціальність	всі
Освітній рівень	перший (бакалаврський)
Освітня програма	всі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

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**Харків
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INTRODUCTION

Modern society and the economy are inconceivable without taking into account the psychological aspects of human behaviour in legal and economic activities. Social norms, motivation, cognitive processes, and interpersonal interactions significantly influence decision-making in business, the legal sphere, as well as investment and marketing activities. For future specialists in economics, law, and management, knowledge of the psychological mechanisms underlying the behaviour of participants in economic and legal relations is a necessary prerequisite for effective management, strategic decision-making, and the formation of socially responsible practices.

The course “Social Psychology in the Legal Sphere” familiarizes higher education students with the theoretical foundations of social psychology, the specifics of psychological processes in legal and economic activities, and develops practical skills for analysing the behaviour of participants in economic relations, their motivation, and associated risks. Students acquire competencies in applying psychological approaches to enhance the effectiveness of managerial decisions, assess behavioral models of consumers and entrepreneurs, and develop strategies within a legal context.

Purpose of the Course

To develop theoretical knowledge and practical skills necessary for analyzing the impact of psychological factors on economic decision-making and the behavior of participants in economic relations.

Objectives of the Course

- to study the basic concepts of social psychology and their application in economic and legal activities;

- to analyze psychological aspects of the behaviour of consumers, entrepreneurs, and managers in market conditions;

- to examine the influence of social norms, motivation, and cognitive processes on economic decision-making;

- to become familiar with psychological aspects of negotiations, conflicts, and managerial strategies;

- to develop skills in applying psychological knowledge to improve the effectiveness of business decisions and marketing strategies within a legal context;

- to analyze the impact of psychology on investment and financial decisions of enterprises;

- to develop critical analysis skills regarding the behaviour of economic actors in various market and legal environments.

Object of the Course

Psychological processes that influence the behaviour and economic decisions of participants in legal and business relations.

Subject of the Course

Theoretical and practical aspects of social psychology in the economic and legal context, including the analysis of motivation, cognitive processes, social norms, and the behavior of consumers, entrepreneurs, and managers.

Learning outcomes and competencies formed by the course are presented in Table 1.

Table 1

Learning outcomes and competencies formed by the course

Competencies	Learning outcomes
Ability to analyze psychological aspects of economic behavior and decision-making in a legal context	Knowledge of the fundamentals of psychology of economic behavior and cognitive processes
Ability to evaluate the impact of social norms and legal factors on economic activity	Knowledge of social norms and legal aspects influencing the behavior of entrepreneurs and consumers
Ability to predict the behavior of participants in economic relations in negotiation and conflict situations	Knowledge of psychology of negotiations and conflicts, mechanisms of motivation of consumers and entrepreneurs; ability to assess and predict behavior in market and legal situations; skills in applying psychological strategies for effective management of business processes
Ability to integrate psychological knowledge into marketing and managerial decisions	Knowledge of the fundamentals of psychology of marketing and management in a legal environment; ability to use psychological tools to optimize management and marketing strategies; skills in developing and evaluating the effectiveness of managerial and marketing decisions taking into account psychological factors
Ability to evaluate individual and collective characteristics of economic interaction	Knowledge of psychological aspects of collective and individual behavior; ability to analyze interaction between economic entities; skills in building behavior models based on psychological data to improve managerial decisions

COURSE CONTENT

Content Module 1. Theoretical foundations of social psychology in economics and law

Topic 1. Introduction to the discipline: object, subject and content

1.1. Social psychology as an interdisciplinary science. The object and subject of social psychology in the context of economics and law. The place of the discipline in the system of socio-economic and legal sciences.

1.2. Main categories and methods of social psychology. The significance of the

socio-psychological approach for the analysis of economic and legal behaviour of economic entities. Theory of Social Action (M. Weber).

Topic 2. Psychological aspects of economic behaviour

2.1. The concept of economic behaviour and its socio-psychological determinants. The role of attitudes, values, and social expectations in the formation of economic decisions.

2.2. Rationality and irrationality of economic behaviour. Behavioural models of subjects of economic activity under conditions of legal regulation. Social Exchange Theory (G. Homans, P. Blau).

Topic 3. The Influence of social norms on economic activity

3.1. Social norms: essence, types, and mechanisms of action. Theory of social norms (É. Durkheim). The interrelation of social and legal norms in the regulation of economic processes.

3.2. Social control and sanctions. The influence of formal and informal norms on the behaviour of economic agents in the legal field.

Topic 4. Psychology of motivation and cognitive processes in economic decisions

4.1. Motivation of economic activity: needs, interests, incentives. Maslow's theory of needs, McClelland's achievement theory. Socio-psychological theories of motivation and their significance for the analysis of economic behaviour.

4.2. Cognitive processes in making economic decisions. Cognitive biases and heuristics and their influence on compliance with legal norms.

Topic 5. Psychology of entrepreneurs and consumers in the legal context

5.1. Socio-psychological characteristics of entrepreneurs. Psychological factors of entrepreneurial activity and legal responsibility.

5.2. Psychology of consumer behaviour. Social Identity Theory (H. Tajfel). Consumer rights protection: socio-psychological aspects of interaction between consumers and economic entities.

Topic 6. Behaviour in economic negotiations and conflicts

6.1. Socio-psychological nature of economic negotiations. Strategies and tactics of the negotiation process in the legal environment. Negotiation theory.

6.2. Conflicts in economic activity: causes, types, and dynamics. Social Conflict Theory (L. Coser). Socio-psychological methods of management and settlement of economic and legal conflicts.

Content Module 2. Psychological Factors of Economic Interaction and Effectiveness of Managerial Decisions in the Legal Context

Topic 7. Psychology of Consumer Behaviour in Market Conditions

7.1. Essence and models of consumer behaviour. Socio-psychological factors of

the formation of consumer preferences in a market economy.

7.2. Consumer behaviour in the legal field. Theory of planned behaviour (I. Ajzen). The influence of legal regulation and consumer rights protection on decision-making.

Topic 8. Psychology of economic decision-making under conditions of uncertainty

8.1. Uncertainty and risk in economic activity. Psychological mechanisms of risk perception and responsibility.

8.2. Cognitive distortions and heuristics in the process of economic decision-making. Theory of bounded rationality (H. Simon). The role of legal constraints.

Topic 9. Psychological factors in investment decisions

9.1. Psychology of investment behaviour. Emotional and cognitive factors of investment decisions in the market environment.

9.2. Socio-psychological aspects of investment trust and legal protection of investors. Prospect Theory (D. Kahneman, A. Tversky).

Topic 10. Influence of psychology on marketing strategies in the context of legal regulation

10.1. Psychological foundations of the formation of marketing strategies. Theories of social influence and cognitive biases.

10.2. Ethical and legal restrictions of psychological influence in marketing. Manipulative technologies and their legal regulation.

Topic 11. Psychology of enterprise management in the legal environment

11.1. Psychological aspects of managerial activity. Leadership theories and role theory.

11.2. Socio-psychological climate of the organization. Influence of labour and corporate law on managerial processes.

Topic 12. Psychological strategies for improving business effectiveness in the legal context

12.1. Psychological tools for increasing the effectiveness of economic activity. Personnel motivation, organizational culture, and compliance with legal norms.

12.2. Socio-psychological approaches to preventing legal risks in business. Organizational culture theory. Formation of ethical and legal responsibility of economic entities.

The list of practical (seminar) classes, as well as questions and tasks for independent work, is presented in the table “Rating plan of the academic discipline.”

The list of practical (seminar) classes and tasks for the course is presented in Table 2.

Table 2.

List of practical (seminar) studies

Name of the topic	Content
Topic 1. Introduction to the discipline: object, subject, content Mini-lecture Practical task	Discussion of the role of social psychology in explaining economic and legal behavior. Analysis of real examples of meaningful economic actions of economic entities from the perspective of M. Weber's theory of social action.
Topic 2. Psychological aspects of economic behavior Mini-lecture Practical task	Discussion on the rationality of economic decisions. Case analysis of entrepreneurial situations with identification of elements of social exchange, benefits, and costs under conditions of legal regulation.
Topic 3. Influence of social norms on economic activity Mini-lecture Practical task	Discussion of the reasons for compliance with norms without formal control. Group work on identifying formal and informal norms in business and assessing their influence on economic behavior.
Topic 4. Psychology of motivation and cognitive processes Mini-lecture Practical task	Analysis of motivational factors of economic activity. Development of motivational models of employee and entrepreneur behavior taking into account legal constraints and cognitive biases.
Topic 5. Psychology of entrepreneurs and consumers in the legal context Mini-lecture Practical task	Discussion of the social roles of the entrepreneur and the consumer. Role-playing game aimed at analyzing the psychological positions of the entrepreneur, consumer, and regulator within the legal framework.
Topic 6. Behavior in economic negotiations and conflicts Mini-lecture Practical task	Analysis of the nature of economic conflicts. Role-playing game modeling the negotiation process between economic entities taking into account legal constraints and the interests of the parties.
Topic 7. Psychology of consumer behavior in market conditions Mini-lecture Practical task	Discussion of consumer choice models. Analysis of real advertising materials or contracts from the perspective of psychological influence and consumer rights protection.
Topic 8. Economic decision-making under conditions of uncertainty Mini-lecture Practical task	Discussion of risk perception and responsibility. Educational simulation of managerial decision-making under conditions of uncertainty and legal regulation.
Topic 9. Psychological factors in investment decisions Mini-lecture Practical task	Analysis of psychological factors of investment behavior. Case study on the assessment of investment decisions taking into account risk, emotional factors, and legal protection of investors.
Topic 10. Psychology of marketing strategies in the legal context	Discussion of the limits of psychological influence in marketing. Group analysis of

Mini-lecture Practical task	marketing campaigns from the perspective of ethics, manipulative technologies, and current legislation.
Topic 11. Psychology of enterprise management in the legal environment Mini-lecture Practical task	Analysis of managerial styles and leadership. Examination of managerial situations taking into account the requirements of labor and corporate law.
Topic 12. Psychological strategies for increasing business effectiveness Mini-lecture Practical task	Final integrative task: development of a psychologically and legally grounded strategy for increasing the effectiveness of the activities of a hypothetical enterprise.

The list of self-studies in the course is presented in Table 3.

Table 3

List of self-studies

Title of topic and / or task	Content
Topic 1–4	Study of lecture material
Topic 1–10	Preparation for practical classes
Topic 9	Preparation of a multimedia presentation
Topic 10–11	Completion of an individual task
Topic 12	Preparation for the modular control test

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching of the course, in order to achieve the defined learning outcomes and to activate the educational process, the following teaching methods are applied:

Mini-lecture, lecture-dialogue (Topics 1–4);

Visual methods (demonstration) (Topics 1–12);

Practical methods: practical work (Topics 1, 2, 4–7, 10–12), case method (Topics 2, 6–9, 11), role-playing games and simulations (Topics 5, 8), presentation (Topics 3, 4, 5, 7, 9, 12).

FORMS AND METHODS OF ASSESSMENT

The university uses a 100-point cumulative system for assessing the learning outcomes of higher education students.

Current control is carried out during lectures, practical and seminar classes and is aimed at verifying the level of preparedness of the higher education student for performing specific tasks. For courses with a form of semester control as grading: maximum amount is 100 points; the minimum amount required is 60

points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a grading.

The final grade in the course is determined:

-for disciplines with a form of grading, the final grade is the amount of all points received during the current control. During the teaching of the course, the following control measures are used:

Current control: competency-oriented tasks (60 points), test paper (10 points), colloquia (30 points).

Semester control: grading.

More detailed information on the assessment system is provided in the technological card of the course.

RECOMMENDED LITERATURE

Main

1. Лугова В. М., Литовченко І. В., Голубєв С. М., Білоконенко Г. В. Психологія: навч. посіб. Харків : ХНЕУ ім. С. Кузнеця, 2020. 298 с. URL: <https://repository.hneu.edu.ua/jspui/handle/123456789/26057?mode=full> .

2. Волянчук Н. Ю., Ложкін Г. В. та ін. Соціальна психологія: навчальний посібник для здобувачів ступеня бакалавра / КПІ ім. Ігоря Сікорського. Київ, 2024. — 595 с.

3. Калениченко Р. А. Психологія бізнесу : навч. посібник / Р. А. Калениченко, А. С. Коханець, О. О. Нежинська. — Ірпінь : Державний податковий університет, 2023. — 270 с ISBN 978-966-337-674-5

4. Бочелюк В. Й., Панов М. С., Денисов С. Ф., Турубарова А. В. — Юридична психологія : навчальний посібник (2-ге вид., переробл. і доповн.). Київ: КНТ, 2024. — 410 с.

5. Сурякова М. В., Панфілова Г. Б., Склянська О. В. Соціальна психологія (з основами соціально-психологічного тренінгу): навч. посібник [електронне видання]. Дніпро: Середняк Т. К., 2021. — 150 с.

6. Татомир І. Л., Квасній Л. Г. (ред.) Поведінкова економіка: від теорії до практики: Т. 26, міждисциплінарний навчальний посібник. Трускавець: ПОСВІТ, 2022. — 408 с.

ADDITIONAL

7. Кононець М. Психологічні особливості економічної поведінки громадян України під час війни: гендерний аспект // Організаційна психологія. Економічна психологія. — 2023. — №1(28). — С. 37-44. - DOI: <https://doi.org/10.31108/2.2023.1.28.4>

8. Чернякова О. В., Гришко О. Д., Малоожон О. І. Психологічні основи поведінкової економіки та її роль у бізнесі // Вісник психології. — 2025. — Серія: Психологія. — Випуск 2. — С. 198–202. — DOI: <https://doi.org/10.32782/psy-visnyk/2025.2.35>

9. Задорожня Л. М. Теоретичні аспекти дослідження поведінкових фінансів // Herald of Economics. — 2025. — № 13(46). — С. 154–165. <https://dspace.kntu.kr.ua/server/api/core/bitstreams/c7313606-4473-49bd-8c17-022f2153465e/content>

10. Vovk K. Sociological Aspects of Tourism Digitalization / K. Vovk // Directions for the development of science in the context of global transformations: Scientific monograph. — 2025. — С. 183-217. <https://repository.hneu.edu.ua/handle/123456789/36886>

11. Marchyshyn N. The Role of Behavioral Economics in the System of Economic Sciences // Herald of Economics. — 2023. — №3. — С. 182–197. <https://visnykj.wunu.edu.ua/index.php/htneu/article/view/1513>

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https://www.researchgate.net/publication/8902776_Social_Influence_Compliance_and_Conformity

14. Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185(4157), 1124–1131. [in English]. <https://doi.org/10.1126/science.185.4157.1124>.

Information resources

15. Офіційний сайт Соціально-правових студій (Social and Legal Studios) [Електронний ресурс] — Режим доступу: <https://sls-journal.com.ua>

16. Сайт Асоціації Психологів України [Електронний ресурс] — Режим доступу: <https://www.uapsy.org>

17. International Association for Research in Economic Psychology (IAREP) [Електронний ресурс] — Режим доступу: <https://www.iarep.org>

18. European Association of Psychology and Law [Електронний ресурс] — організація, що популяризує наукові підходи з психології і права. — Режим доступу: <https://eapl.eu>

19. UN Office on Drugs and Crime (UNODC) [Електронний ресурс] — міжнародний ресурс з правових і поведінкових аспектів правопорушень, психології злочинності. — Режим доступу: <https://www.unodc.org>