

## Stephen Young: Biography

### Behavioural economics

I write, talk and present on the kind of economics which accepts that we are not always rational, have emotions, may not act in our own best interests, have limited time and decision-making capacity, are influenced by others and can be swayed by emotions and stories.

This is behavioural economics, which I use to show how we *really* make choices - not just what we buy, but also our decisions around health, the environment and life in general. As an independent consultant for public and private sector clients, my presentations and workshops stimulate audiences to think about how behavioural economics can help to explain and change behaviour in business, in policy and in personal situations.

As a former Senior Lecturer at the [University of Brighton Business School](#) and a Visiting Lecturer at the [Brighton and Sussex Medical School](#), I began teaching behavioural economics in response to the global economic crisis of 2008. My engaging and interactive workshops attracted postgraduates from a wide range of backgrounds and disciplines, including MBAs and MSc Marketing, plus public health professionals, clinicians, commissioners, and GPs.

Despite being a behavioural economist, I'm quite rational - I'm [car-free](#) by choice. A former chair of Brighton and Hove [Living Streets](#) Group, I am a pedestrian advocate on [Brighton & Hove City Council Transport Partnership](#).

### Markets, strategy, regulation and public policy

I have extensive experience of working in the public and private sector, with a prior commercial background in the economics, strategy and regulation of global digital networks and services. In a series of ground-breaking reports on markets and strategy, I predicted the transformation of the telecoms sector by competition, including the destruction of margins in international telecoms; the boom-bust cycle of the bandwidth explosion; and the role of data centres in hosting the interconnected networks and servers of the digital economy.

I was Principal Analyst at ICT advisory firm, [Ovum Ltd](#). Prior to that, I was in charge of public policy, public affairs and EU regulation at Europe's first full-service challenger telecoms company, [Mercury Communications Ltd](#). As an independent, my clients have included the [United Nations International Telecommunication Union](#).

### Publications, conferences and workshops

I have chaired, led or spoken at, more than 130 international conferences, workshops and customer briefings for corporate and public sector clients - in Europe, Africa, the US and throughout the Asia-Pacific region. I have been published in over 60 books and reports, chapters in books and reports, and press and journal articles. My consultancy experience includes being director, manager or subject expert on over 20 studies for clients including corporates, governments and regulators.

## Qualifications and accreditations

BA Economics, First Class Honours; MA Politics and Government, with Distinction; Diploma, Chartered Institute of Marketing; Post Graduate Certificate, Learning and Teaching in Higher Education; Fellow, [Higher Education Academy](#); Licentiate, [Royal Photographic Society](#).

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## Recent publications and speaking engagements

Young, S. (2019) *Economics: Health and Behavioural*. Workshop at Brighton and Sussex Medical School, Falmer, February 2019.

Young, S. (2018) *The Rise and Rise of Behavioural Economics*. Presentation to IFAs for Investec Wealth and Investment, London, October 2018.

Young, S. (2018) *Rethinking Economics: Workshop on An Introduction to Pluralist Economics: Behavioural Economics*. Sussex University Pluralistic Economics Group, Falmer, April 2018.

Young, S. (2018) *The Economics of Healthcare and Health-Related Behaviour; Day 1: The Economics of Healthcare; Day 2: Behavioural Economics and Health*. Two day-long module workshops. Brighton and Sussex Medical School, Falmer, February 2018.

Young, S. (2018) *Economics, Behavioural and Otherwise*. Presentation to Lancing College Economics and Business Society, Lancing, February 2018.

Young, S. (2017) Chapter 6, *Behavioural Economics*, in [Rethinking Economics: An Introduction to Pluralist Economics](#), Editors: Liliann Fischer, Joe Hasell, J Christopher Proctor, David Uwakwe, Zach Ward Perkins and Catriona Watson. London: Routledge 2017.

Young, S. (2017) *Change Minds or Change Behaviour? Can we be Nudged to Healthier Eating?* Workshop for [Brighton & Hove Food Partnership](#), Brighton. February 2017.

Young, S. (2016) *Behavioural Economics, Brexit and Business: Complex Choices and Difficult Decisions*. Workshop for [MDHUB](#), Attenborough Centre, Falmer. October 2016.

Young, S. (2016) Subject expert on behavioural economics for National Social Marketing Centre smoking cessation study for Brighton & Hove CCG. *Smoking 'Nudge' Project*. Unpublished.

Young, S. (2015) *The Economic Crisis & The Crisis In Economics: Where Does Behavioural Economics Fit?* Presentation to Sussex University Pluralist Economics Gp., Falmer, March 2015.

Young, S. (2015) *The Behavioural Economics of Owning a Car*. Economic Rockstar podcast with Frank Conway. <http://www.economicrockstar.com/stephenyoung>

Young, S. and Caisey, V. (2015) *Behavioural Economics and Social Marketing: Points of Contact?* Chapter 4 in *Volume II: Conceptual, Theoretical and Strategic Dimensions of Social Marketing*. Stewart, D. (Ed) *Handbook of Persuasion and Social Marketing*. NY: Praeger. 2015.  
<http://www.abc-clio.com/product.aspx?isbn=9781440804045>