



Special Issue on Utility Theory

Call for Papers

In economics, **utility** is a representation of preferences over some set of goods and services. Preferences have a continuous utility representation so long as they are transitive, complete, and continuous.

Utility is usually applied by economists in such constructs as the indifference curve, which plots the combination of commodities that an individual or a society would accept to maintain a given level of satisfaction. Individual utility and social utility can be construed as the value of a utility function and a social welfare function respectively. When coupled with production or commodity constraints, under some assumptions, these functions can be used to analyze Pareto efficiency. Such efficiency is a central concept in welfare economics. In finance, utility is applied to generate an individual's price for an asset called the indifference price. **Utility** functions are also related to risk measures, with the most common example being the entropic risk measure.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **utility theory**. Potential topics include, but are not limited to:

- Utility theory
- Consumer behavior
- Indifference curve
- Utility function
- Welfare economics
- Desires and wants

Authors should read over the journal's [Authors' Guidelines](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the "**Special Issue**" under your manuscript title is supposed to be specified and the research field "**Special Issue - *Utility Theory***" should be chosen during your submission.

According to the following timetable:

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