



Table of Contents

IN PRESS

**AGRICECON
2014**

**AGRICECON
2013**

**AGRICECON
2012**

**AGRICECON
2011**

**AGRICECON
2010**

**AGRICECON
2009**

**AGRICECON
2008**

**AGRICECON
2007**

AGRICECON

2006
AGRICECON
2005
AGRICECON
2004
AGRICECON
2003
AGRICECON
2002
AGRICECON
Home

Editorial
Board

For Authors

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

For
Reviewers

Guides for

· Reviewers
Login

Subscription

Agric. Econ. — Czech

**Horn J., Macak T.,
Jindrova A.:**

**The theory of
preferential choice and
its utilization in
managerial decision-
making**

Agric. Econ. — Czech, 57 (2011): 211-
216

At the theoretical level (respectively in the level of basic research), the aim of the submitted article is to form the theories of preferential choice in the area of higher

utility vs. lower risk at interchangeable alternatives. Different or common features of utility vs. stochastic rating at agricultural subject are identified on the bases of this initial (axiomatically understood) theory. The consecutive (applicably usable) aim is then the commercialisation of the created theory of the preferential choice as a possible instrument which suits many times the controversial results and which brings the application of utilitarian and stochastic access to the decision at not only agricultural business subjects. The determination of the knowledge system for support of determination will be in that way the practical ascent for which the method of the manager decision making is for the certain situation (of information uncertainty) the most suitable (Laplace, Hurwitz, mini-Max).

Keywords:

theory of preferential choice, managerial decisions, the certainty of information, subsidies in agriculture

[[fulltext](#)]

© 2011 Czech Academy of Agricultural
Sciences

XHTML1.1 VALID

CSS VALID