



# InfraBooster

Practitioner

Empowering  
Business Decisions  
with Non-Hypothetical  
Science-Driven  
Consumer Insights

# Who We Are



InfraBooster

- **LaBEES (Laboratory of Behavioral and Experimental Economics Science)**  
@Faculty of Agricultural Sciences and Food – Skopje, Ss. Cyril and Methodius University in Skopje  
**The first lab of its kind in the Western Balkans**





# Q: Why LaBEES

A: Traditional social sciences can account for the cause and effect on subjects' stated (hypothetical) behaviour,  
**but can't measure the actual human behaviour in between**

## What we do?

- **NON-HYPOTETICAL** Scientific Economic Experiments for Business Analytics
- Deep behavioural understanding and consumer profile (uncover real consumer preferences with incentives and what drives their decisions)



## Why we do it?

- Companies lack the non-hypothetical and science-based insights needed to understand the consumers better for precise business decisions



## Why it matters?

- Increase the effectiveness in your marketing, pricing, e-Commerce, and brand



## Behavioral Economics

to understand your customers better, increase customer satisfaction, and increase your profits

# Our services and targeted industries

**Behavioral Science-driven Consumer Research with Experimental Economics methods** in any industry interested in cognitive strategies for improved marketing and sales, Product valuation, Brand Loyalty..

**Decisions in economics, marketing, entrepreneurship, leadership, computer science, nutrition, conflict resolution, group dynamics, education, financial planning, sociology, and political science**

# Team of Experts in Behavioural and Experimental Economics



InfraBooster

## **Prof. Dr. Marina Nacka, Agricultural Economist**

Lead Researcher and Contact Person

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## **Prof. Dr. Andreas Drichoutis, Experimental/Behavioural Economist**

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# Call for action



Co-funded by the  
European Union

InfraBooster

Let's **understand your customers better,**  
**increase customer satisfaction,**  
**and increase your profits by turning**  
**consumer behaviour into actionable business analytics**

Contact us



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