

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE
 IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua <input checked="" type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izenburua
Master/Masterra <input type="checkbox"/>	2016		BEHAVIOURAL ECONOMICS: ANALYSIS OF BLOOD DONATIONS IN NAVARRA	
Autor		Egilea		
Apellido primero	Lehen deitura	Apellido segundo	Bigarren deitura	Nombre
MARTINEZ		ELARRE		Izena
				MIREN
Titulación		Titulazioa		
Programa Internacional del Doble Grado en Administración y Dirección de Empresas y en Economía/Enpresen Administrazio eta Zuzendaritzako				
Director del TFE		IALaren zuzendaria		
JUAN MANUEL CABASÉS		UPNA/NUP		
Codirector del TFE		IALaren zuzendarikidea		
		<input type="radio"/> UPNA/NUP <input type="radio"/> Otro/beste bat:		
Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (resumen de 100-250 palabras)		Abstract (laburpena 100-250 hitzetan)	
	<p>This paper analyses the importance of blood donations in our society. Because the need of blood is constant, so is the need of donations.</p> <p>We will analyse the good blood from an economic perspective in order to understand the mechanism of its market; how demand and supply are composed and how changes affect them. Then, we will travel through different scenarios, from a global perspective to a local one, having all of them several things in common such as the need for implementing new measures to foster blood donations.</p> <p>Furthermore, we will explore the consequent blood donation campaigns that have been carried out in Navarra by the regional association ADONA (Blood Donors Association of Navarre) the last eight years. The evolution of blood donations between 2008-2009 will be analysed focusing on different variables: gender, age, type of donation and type of exclusion.</p> <p>In order to determine the ADONA's actions effectiveness and repercussion we will create a simple regression model including campaigns, permanent changes and other events. The new created variable will be the number of donations per donor, which will help us to analyse the loyalty and frequency of donors in Navarre. We will include demographical control variables (age, sex, group) as well as non-monetary incentives (medal). Further research will be commented in the appendices.</p> <p>Finally, some local measures will be recommended with the intention of improve future campaigns, encourage potential donors and empower current and old ones.</p> <p>"A donor is like an invisible friend who can turn misfortune into hope for many people."</p>			
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)	
	Blood, donation, altruism, campaign, medal			