Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

TAXATION AND REVENUE

Taxpayer Trust & Behavioural Economics Training course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Taxpayer Trust & Behavioural Economics Training course

Taxation and Revenue • 5 Days Intensive • Accredited Certification

Course Overview

Taxpayer Trust & Behavioural Economics Training course delves into the psychological, social, and economic factors that influence taxpayer behavior, equipping tax professionals with strategies to foster trust and enhance voluntary compliance.

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
29 Dec 2025 – 2 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
29 Dec 2025 – 2 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Taxpayer Trust & Behavioural Economics Training course

Introduction

In today's rapidly evolving fiscal environment, understanding taxpayer trust and behavioral economics is crucial for optimizing tax compliance and improving revenue collection. Taxpayer Trust & Behavioural Economics Training course delves into the psychological, social, and economic factors that influence taxpayer behavior, equipping tax professionals with strategies to foster trust and enhance voluntary compliance. Participants will gain insights into taxpayer motivations, decision-making biases, and effective communication techniques that align policy with behavioral patterns.

The course emphasizes evidence-based approaches, case studies, and practical applications, bridging theory and practice. By integrating behavioral insights with traditional tax administration, participants will be able to design interventions that reduce tax evasion, improve public perception, and strengthen the legitimacy of tax authorities. The training combines interactive learning, group discussions, and real-world examples to ensure a deep understanding of behavioral economics in the taxation context.

Course Objectives

- Understand the fundamentals of behavioral economics in tax administration.
- Analyze psychological factors affecting taxpayer trust.
- Apply behavioral insights to enhance voluntary tax compliance.
- Identify key biases and heuristics influencing taxpayer decisions.
- Design communication strategies that increase taxpayer engagement.

- Evaluate the role of social norms in tax compliance behavior.
- Develop interventions to reduce tax evasion and avoidance.
- Assess public perception and its impact on revenue collection.
- Implement trust-building measures within tax authorities.
- Leverage data analytics to monitor taxpayer behavior trends.
- Understand the implications of digital tax administration on behavior.
- Explore international case studies on behavioral interventions.
- Create a roadmap for integrating behavioral economics in organizational strategy.

Organizational Benefits

- Increased taxpayer compliance rates
- Improved public perception of tax authorities
- Reduced instances of tax evasion and fraud
- Enhanced decision-making using behavioral insights
- More effective taxpayer communication campaigns
- Streamlined policy implementation through evidence-based interventions
- Strengthened legitimacy and trust in tax administration
- Enhanced staff capacity in behavioral economics
- Data-driven strategies for compliance monitoring
- Better alignment of tax policies with taxpayer motivations

Target Audiences

- Tax auditors and inspectors
- Revenue collection officers
- Tax policy makers
- Compliance managers
- Taxpayer service officers
- Tax educators and trainers
- Public finance analysts
- Digital tax system administrators

Course Duration: 5 days

Course Modules

Module 1: Introduction to Behavioral Economics in Taxation

- Fundamentals of behavioral economics
- Taxpayer decision-making processes
- Behavioral models of compliance
- Key cognitive biases affecting taxpayers
- Group discussion on real-world examples
- Case study: Behavioral insights in income tax compliance

Module 2: Understanding Taxpayer Trust

- Components of taxpayer trust
- Factors influencing public perception
- Measuring trust in tax systems
- Communication strategies to build trust
- Interactive role-play exercises
- Case study: Trust-building initiatives in VAT collection

Module 3: Psychological Drivers of Compliance

- Motivation and deterrence in taxation
- Social norms and peer influence
- Cognitive heuristics and biases

- Emotional responses to tax policies
- Behavioral nudges for voluntary compliance
- Case study: Behavioral nudges in small business taxation

Module 4: Communication Strategies and Taxpayer Engagement

- Effective messaging techniques
- Behavioral insights in communication
- Multi-channel engagement strategies
- Feedback loops and taxpayer responses
- Designing persuasive communication campaigns
- Case study: Engagement strategies in digital tax platforms

Module 5: Reducing Tax Evasion and Non-Compliance

- Types of tax evasion and avoidance
- Behavioral interventions for compliance
- Role of audits and penalties
- Incentives to encourage reporting
- Monitoring and evaluation of interventions
- Case study: Reducing evasion in self-assessment systems

Module 6: Social Norms and Community Influence

- Peer effects in tax compliance
- Public campaigns leveraging social norms
- Community-driven compliance initiatives
- Behavioral experiments and surveys
- Measuring normative influence on behavior
- Case study: Community-based tax compliance programs

Module 7: Digital Tax Administration and Behavioral Insights

- E-filing and digital reporting tools
- Behavioral design of digital platforms
- Reducing friction in digital compliance
- Monitoring digital taxpayer behavior
- Integrating analytics for behavioral interventions
- Case study: Digital nudges for online tax filing

Module 8: Implementing Behavioral Interventions in Organizations

- Strategy for organizational change
- Training and capacity-building for staff
- Integrating behavioral insights into policy design
- Monitoring and evaluating impact
- Scaling successful interventions
- Case study: Organizational transformation in tax authorities

Training Methodology

- Interactive lectures and presentations
- Group discussions and role plays
- Case study analysis and problem-solving exercises
- Behavioral experiments and simulations
- Workshops on communication and engagement strategies
- Continuous assessment and feedback sessions

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/taxpayer-trust-behavioural-economics-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.