

# CONTENT

<b><u>PREFACE</u></b>	<b>3</b>
<b><u>STAFF</u></b>	<b>4</b>
THE FACULTY OF PSYCHOLOGY: ORGANIZATIONAL STRUCTURE	4
LOCATION OF OUR TEAM	5
OUR TEAM	8
CURRICULA VITAE	12
<b><u>RESEARCH DEVELOPMENT AND PROJECTS</u></b>	<b>33</b>
DEVELOPMENT AND PROFILE OF THE RESEARCH CENTER	33
ECONOMIC PSYCHOLOGY	35
CONSUMER PSYCHOLOGY	46
WORK PSYCHOLOGY	49
ORGANIZATIONAL PSYCHOLOGY	53
<b><u>RESEARCH FACILITIES AND LABORATORY</u></b>	<b>55</b>
<b><u>NATIONAL AND INTERNATIONAL COOPERATIONS</u></b>	<b>57</b>
<b><u>PUBLICATIONS &amp; PRESENTATIONS</u></b>	<b>62</b>
JOURNAL ARTICLES	62
EDITED BOOKS/JOURNALS	67
ARTICLES IN EDITED BOOKS	67
PRESENTATIONS AT SCIENTIFIC MEETINGS AND CONFERENCES	69
ENTRIES IN REFERENCE WORKS	77
KEYNOTES AND INVITED LECTURES	78
ORGANIZATION OF WORKSHOPS AND SYMPOSIA	80
GUEST LECTURES	80
<b><u>PUBLICATION NETWORK</u></b>	<b>82</b>
<b><u>TEACHING</u></b>	<b>84</b>

<b>BACHELOR CURRICULUM</b>	<b>85</b>
<b>MASTER CURRICULUM</b>	<b>86</b>
<b>EXTERNAL LECTURERS</b>	<b>88</b>
<b>PHD PROGRAM AT THE DEPARTMENT OF APPLIED PSYCHOLOGY: WORK, EDUCATION, ECONOMY</b>	<b>91</b>
<b>DOCTORAL PROGRAM IN INTERNATIONAL BUSINESS TAXATION (DIBT) THE EUROPEAN PHD ON SOCIAL REPRESENTATIONS AND COMMUNICATION</b>	<b>92 94</b>
<b><u>MASTER THESES AND PHD THESES</u></b>	<b><u>96</u></b>
<b>MASTER THESES</b>	<b>97</b>
<b>PHD THESES</b>	<b>111</b>
<b><u>EVENTS</u></b>	<b><u>112</u></b>
<b>VIENNA COLOGNE PHD SEMINAR 2015</b>	<b>112</b>
<b>ALUMNAE &amp; ALUMNI MEETING 2016</b>	<b>112</b>

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Department of Applied Psychology: Work, Education, Economy  
Universitaetsstrasse 7, A-1010 Vienna, Austria

## **PREFACE**

This brochure, our twelfth biennial report, presents our teaching and research activities in 2015 and 2016. It provides information about national and international research collaborations and looks back on our scientific output. Moreover, this report presents our teaching activities and lists the Master- and PhD-theses that were completed over the past two years.

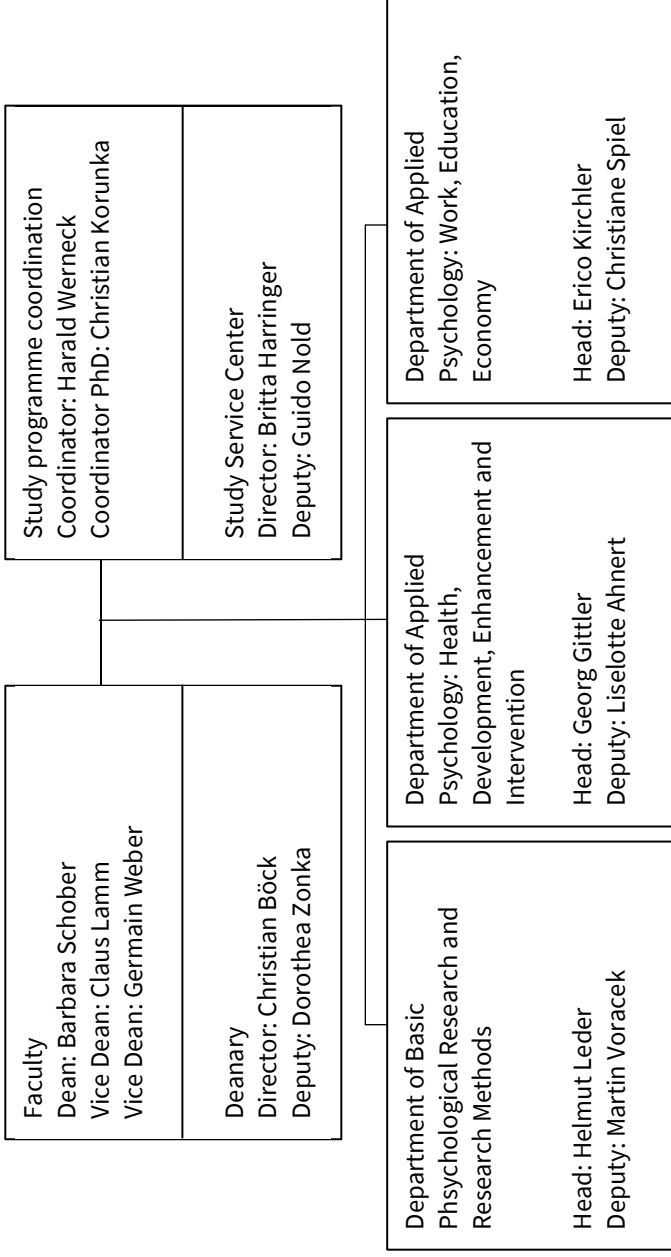
Those last two years brought about many changes. Several researchers left our team to pursue international careers inside and outside academia. At the same time, we were able to recruit new employees and, as a result of successful bids for external research funding, some units grew substantially. Currently, our team comprises three full professors in social psychology, economic psychology, and work and organizational psychology, five associate and assistant professors, and numerous research associates, collaborators in externally funded research projects, visiting researchers, and student assistants.

Our main fields of interest are taxpayer behavior, financial decision-making, consumer behavior, acceleration at work, and well-being. Most of our research and teaching activities focus on these topics and we all strive to continue contributing to scientific advancement in these fields. Without a team that is committed to conducting excellent research, however, we would not be where we are today. We would thus like to take this opportunity to thank all members of our team and hope that we will continue working together so successfully.

Erico Kirchler and Matthias Kasper  
June 2017

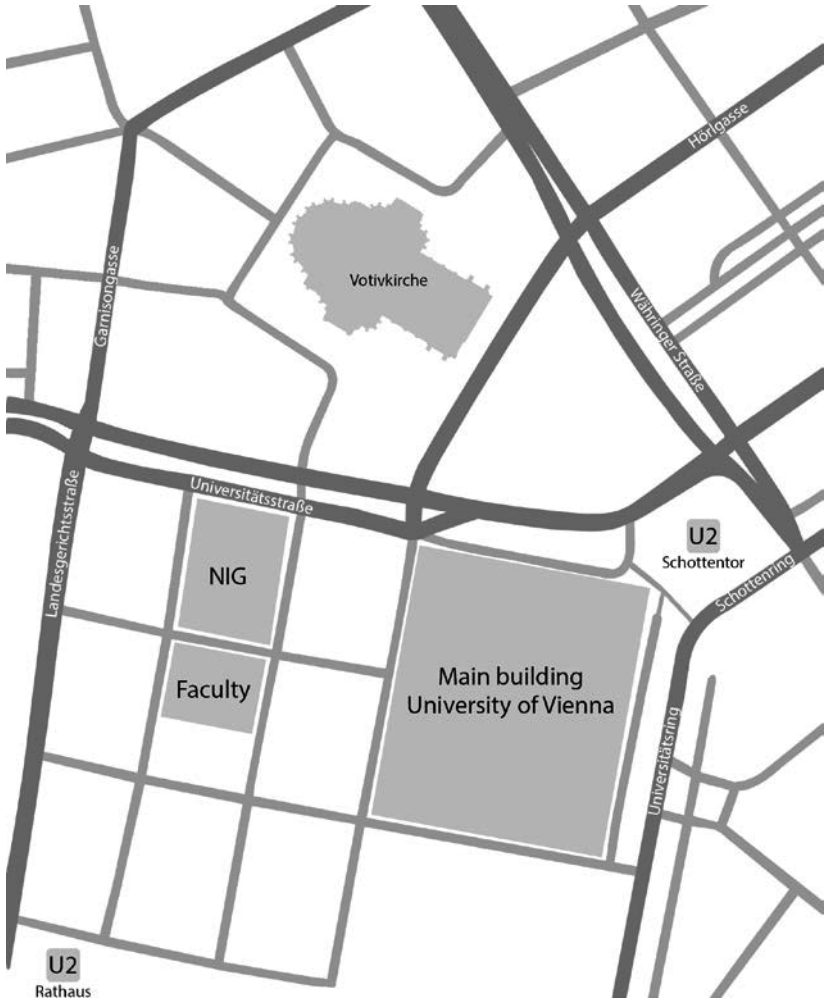
# STAFF

## The Faculty of Psychology: Organizational Structure

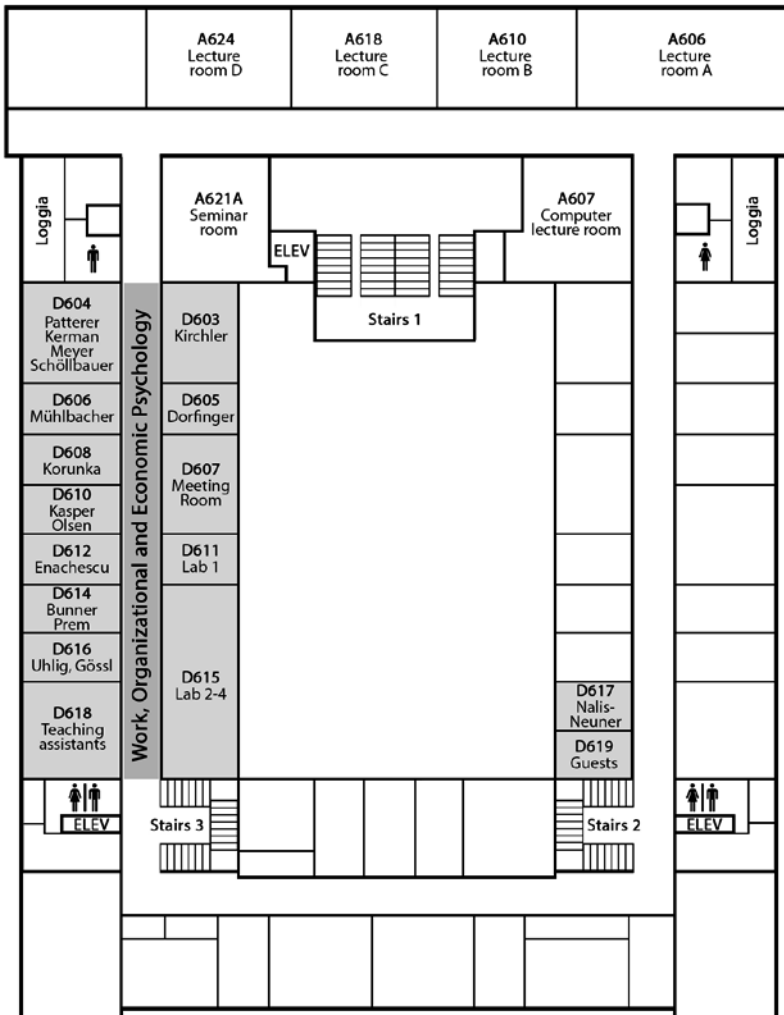


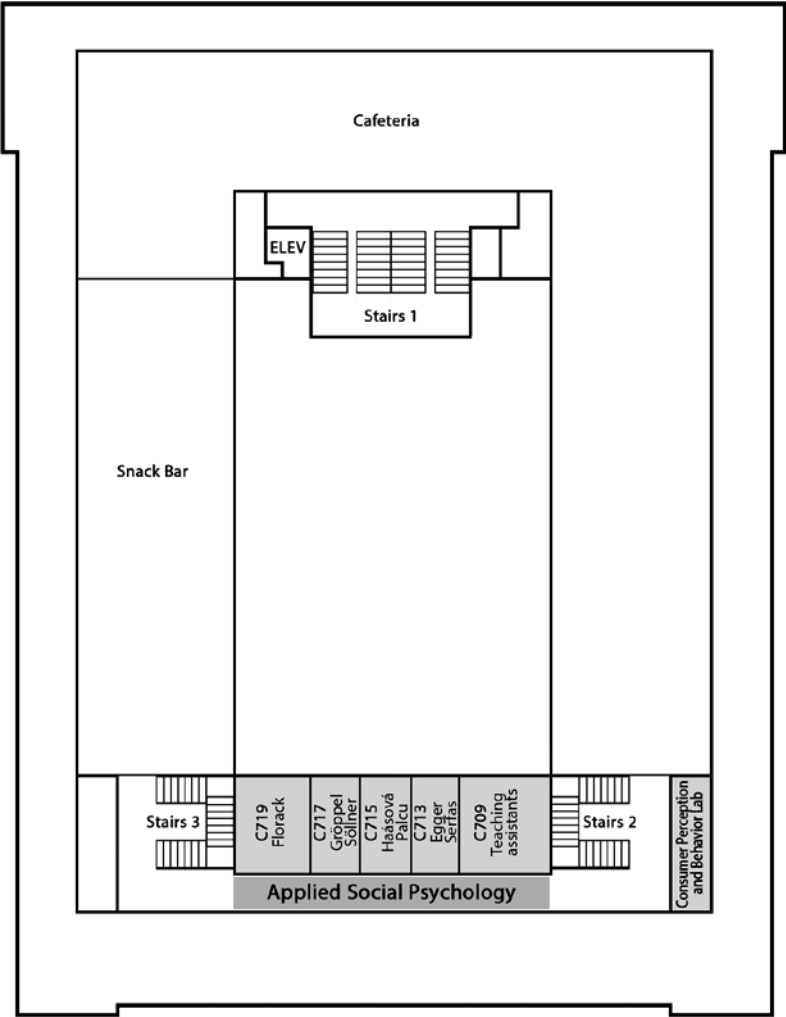
## Location of our team

University of Vienna, Universitätsstraße 7, NIG



University of Vienna, Universitätsstraße 7, NIG, 6<sup>th</sup> floor





## **Our Team**

Department of Applied Psychology: Work, Education, Economy  
Faculty of Psychology, University of Vienna,  
Universitätsstraße 7, A-1010 Vienna, Austria

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### **Permanent Staff**

Oliver Büttner, Assistant Professor (until 2016)  
Email: oliver.buettner@univie.ac.at, T +43/1/4277/47353

Linda Dezsó, Research Associate  
Email: linda.dezsoe@univie.ac.at, T +43/1/4277/47337

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Email: elisabeth.dorfinger@univie.ac.at, T +43/1/4277/47331

Martin Egger, Research Associate (since 2016)  
Email: martin.egger@univie.ac.at, T + 43/1/4277/47357

Janina Enachescu, Research Associate  
Email: janina.enachescu@univie.ac.at, T + 43/1/4277/47334

Arnd Florack, Professor  
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Email: cornelia.gerdenitsch@univie.ac.at, T +43/1/4277/47346

Simona Haásová, Research Associate  
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Andreas Hergovich, Associate Professor  
Email: andreas.hergovich@univie.ac.at, T +43/1/4277/47356



Eva Hofmann, Assistant Professor (until 2016)  
Email: eva.hofmann@univie.ac.at, T +43/1/4277/47336

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Email: matthias.kasper@univie.ac.at, T +43/1/4277/47371

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Email: katja.kerman@univie.ac.at; T +43/1/4277/47344

Erico Kirchler, Professor  
Email: erich.kirchler@univie.ac.at, T +43/1/4277/47332

Christoph Kogler, Assistant Professor (until 2016)  
Email: christoph.kogler@univie.ac.at, T +43/1/4277/47334

Christian Korunka, Professor  
Email: christian.korunka@univie.ac.at, T +43/1/4277/47342

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Email: bettina.kubicek@univie.ac.at, T +43/1/4277/47345

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Martin Soellner, Secretary  
Email: martin.soellner@univie.ac.at, T +43/1/4277/47351

Jennifer Stark, Research Associate (until 2015)  
Email: jennifer.stark@univie.ac.at, T +43/1/4277/47333

## **Project Collaborators**

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Katharina Gangl (until 2016)  
Email: k.gangl@univie.ac.at, T +43/1/4277/47368

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Email: barbara.hartl@univie.ac.at, T +43/1/4277/47369

Johanna Palcu  
Email: johanna.palcu@univie.ac.at, T +43/1/4277/47355

Matea Paškvan (until 2015)  
Email: matea.paskvan@univie.ac.at, T +43/1/4277/47344

Martin Soellner  
Email: martin.soellner@univie.ac.at, T +43/1/4277/47351

## **Former Staff Members (since 1992)**

Eduard Brandstätter (until 2003)  
Tobias Greitemeyer (until 2005)  
Martina Hartner-Tiefenthaler (until 2012)  
Erik Hölzl (until 2009)  
Bernadette Kamleitner (until 2007)  
Barbara Kastlunger (until 2010)  
Janet Kleber (until 2014)  
Oliver Büttner (until 2014)  
Katja Meier-Pesti (until 2008)  
Maria Pollai (until 2011)  
Sara Tement (until 2012)  
Heike Ulferts (until 2011)  
Ingrid Wahl (until 2011)  
Christa Walenta (Rodler; until 2001)

## **Former Project Collaborators (since 1992)**

Paul Braunger (until 2010)  
Markus Ebner (until 2007)  
Tarek el Sehity (until 2006)  
Bernhard Fellner (until 2007)  
Peter Hoonakker (until 2008)  
Susanne Leder (until 2014)  
Boris Maciejovsky (until 2004)  
Lavinia Nosé (until 2013)  
Silvia Rechberger (until 2010)  
Marianne Roitner (Holler; until 2007)  
Tabea Scheel (until 2014)  
Herbert Schwarzenberger (until 2002)

## **Teaching Assistants**

Jona Glade  
Tobias Kapferer  
Julia Kasal  
Stefan Manuel Knoos  
Ivana Lörincova  
Eva Maria Mandl  
Sophie Oczlon  
Rebecca Perl  
Xenia Raufeisen  
Leopold Roth  
Christopher Sax  
Richard Schlicht  
Simone Stolz  
Markus Tünte  
Sandra Vogel  
Laura Winter

# Curricula Vitae

## Permanent Staff

### **Oliver Büttner (Assistant Professor)**

---

1995-2002: Enrolled at the University of Erlangen-Nürnberg, Germany. Major: Psychology, minor: Computer Science

1999-2000: ERASMUS semester at the Universidad de Sevilla, Spain

2002: Masters degree (Dipl.-Psych.), thesis title “Perceived Trustworthiness of Online Shops“

2002-2008: PhD student and research associate at the Institute of Marketing and Retailing, University of Göttingen, Germany

2008: PhD (Dr. rer. pol.) in Economics, University of Göttingen, thesis title “Cognitive Processes at the Point of Sale“

2008-2010: Assistant Professor (Strategic Communication), Zeppelin University Friedrichshafen (Germany), Department of Communication and Cultural Management

2010-2014: Assistant Professor (Applied Social Psychology and Consumer Research), University of Vienna

Membership in professional societies: Association for Consumer Research, DGPs, European Marketing Academy, Society for Consumer Psychology

Grants: Marie Curie Career Integration Grant from the European Union for the Project “Impulse Purchases and Overspending: The Role of Shopping Orientation and Consumer Information Processing” (FP7-PEOPLE-2011-CIG 293577). EUR 68.750,- Duration: 08/2011-03/2014;

Main research focus: Consumer behavior, motivation and goals, shopping and retailing, market research methods

Courses taught: Social psychology of shopping, dark side of consumer behavior, consumer behavior and advertising, point-of-purchase marketing, research design & methods



### **Linda Dezső (Research Associate)**

---

1999-2005: Masters degree in Psychology: Eötvös Loránd Scientific University, Budapest, Specialization: Cognitive and Experimental Psychology and Decision Sciences

2007-2011: University of Szeged, Doctoral School of Economics

2010 August to 2011 June: Fulbright Student Visiting Researcher at Carnegie Mellon University in Pittsburgh, Department of Social and Decision Sciences

2011 August to December: Visiting Researcher at Carnegie Mellon University in Pittsburgh, Department of Social and Decision Sciences

2011-present: University of Vienna, Doctoral School of Social Sciences, Dissertation working title: The Pernicious Role of History in Bargaining and in Negotiation; Supervisors: George Loewenstein, Carnegie Mellon University Pittsburgh; Erico Kirchler, University of Vienna

Main research focus: Biased memory recall in negotiation and bargaining, household money management, intertemporal choice, behavioral economics

Courses taught: BA thesis seminar at the University of Vienna, Economic Psychology at the Corvinus University of Budapest



### **Elisabeth Dorfinger (Secretary)**

---

1997-1999: Secretary at the Department of Botany, University of Vienna

1999: Final examination for civil servants

1999-present: Secretary at the University of Vienna, Department of Applied Psychology: Work, Education, Economy

2001: Further education for civil servants

I am the contact person for various questions from lecturers inside and outside our department as well as for students of the Unit of Work, Organizational and Economic Psychology. My main duties include coordinating appointments, student services and the administration of the international cooperation. Additionally, I proofread and take care of the formal layout of scripts and publications.



### **Martin Egger (Research Associate)**

---

Since 2016: University assistant (prae doc) at the Chair of Applied Social Psychology and Consumer Behavior, Faculty of Psychology, University of Vienna.

Main research focus: The influence of selective attention on consumers' choice.

Since 2016: PhD program at the University of Vienna.

2015-2016: Scientific project assistant at the Chair of Applied Social Psychology and Consumer Behavior in corporation with the Chair of International Marketing, University of Vienna.

Research topic: country of origin.

2013-2016: Master study of Psychology at the University of Vienna.

Department of Applied Psychology, Work, Education and Economy.

Focus: consumer behavior.

Master's thesis title: "The Effects of Selective Attention on Choice: An Eye Tracking Study".

2014: Research internship at the Chair of Economic Psychology at the University of Vienna

2010-2013: Bachelor study of Psychology at the University of Vienna.



### **Janina Enachescu (Research Associate)**

---

2009-2015: Enrolled at University of Vienna:

Psychology

2011-2015: Enrolled at University of Vienna: Economics

2013-2014: Enrolled at University of Strasbourg:

Psychology

2015: Master Degree (Mag.rer.nat) Psychology,

University of Vienna. Thesis title: Trust among peers on peer-to-peer marketplaces as AirBnB: Influence of user internal factors and the peer environment.

2015: Bachelor Degree Economics, University of Vienna.

2015-present: Enrolled at University of Vienna: PhD

2015-present: University assistant "prae-doc", University of Vienna, Faculty of Psychology, Institute for Economic Psychology, Educational Psychology and Evaluation

Membership in professional societies: IAREP



Main research focus: tax compliance, decision-making, emotions  
Courses taught: Exercise Course “Vertiefungsübung”; Master Thesis  
Tutorial “Forschungswerkstatt”, supporting Erico Kirchler in the  
supervision of master theses

### **Arnd Florack (Professor)**

---

1990-1996: Enrolled at the University of Münster:

Psychology and Economics

1996 Diploma (Psychology)

1996-1997: Psychologist, University of Cologne (Civil  
Service)

1997-1999: Research Associate, University of Trier

1999: Ph.D., Psychology, University of Münster

2000-2003: Assistant Professor (C1), University of Münster

2003-2007: Assistant Professor (Oberassistent), University of Basel

2004: Guest Lecturer, University of Fribourg

2006: Habilitation (qualification for full professorship) in Psychology,  
University of Basel

2008-2010: Full Professor, Zeppelin University

2010-present: Full Professor of Applied Social Psychology at the Faculty  
of Psychology at the University of Vienna

Membership in professional societies: Association for Consumer  
Research, Society for Consumer Psychology, Association for  
Psychological Science, Society of Personality and Social Psychology,  
European Association of Experimental Social Psychology, DGPs

Main research focus: Consumer Psychology (Advertising, Brand  
Management, Consumer Behavior), Self-regulation, Social Cognition,  
Acculturation, Intercultural Relations

Courses taught: Lectures in the following fields at University of Vienna,  
Zeppelin University, University of Basel, University of Münster, University  
of Fribourg, University of Duisburg: Social Psychology, Consumer  
Psychology, Brand Management, Organizational Psychology, Decision  
Making, Communication, Methods of Experimental Psychology

Other functions: Representative Committee Member of the Social  
Psychology Division of the German Society of Psychology (DGPs)



### **Cornelia Gerdenitsch (Research Associate until 2016)**

---

2004-2009: Enrolled at Karl-Franzens University of Graz: Psychology

2008-2009: Research fellow with Know-Center, Graz

2009: Tutor, Karl Franzens University of Graz, Work and organisational psychology

2009: Master degree (Mag.rer.nat.) Psychology, Karl-Franzens University of Graz. Thesis title: User-centred Evaluation of the Adaptation Model in a Work-integrated Learning System: The Case of APSODLE

2010-2012: Human-Computer Interaction Research with CURE (Center for Usability Research and Engineering), Vienna

2012-2016: Enrolled at the University of Vienna: PhD

2012-2016: University assistant “prae-doc”, University of Vienna, Faculty of Psychology, Institute for Economic Psychology, Educational Psychology and Evaluation

Membership in professional societies: ÖGP

Main research focus: flexible working, activity-based offices, coworking spaces

Courses taught: Exercise Course “Demonstrations in Economic Psychology”; supporting Christian Korunka in the “Forschungspraktikum II” and “Fachliteraturseminar”



### **Simona Haásová (Research Associate)**

---

2008-2012: Bachelor at Comenius University in Bratislava, Slovakia: Social and Work Psychology.

2012-2014: Research master at Utrecht University in Utrecht, Netherlands: Social and Health psychology.

Master degree (MSc) in Psychology, Thesis title: “How preferences spread: the role of selective attention in evaluative conditioning of consumer products.”

2014: Research Internship at University College London, Division of psychology and language sciences.

2011-2014: Volunteer research assistance on various projects: Comenius University (career consulting), Utrecht University (intrinsic vs extrinsic motivation) & Free University Amsterdam (emotion regulation).

2014-present: Enrolled at the University of Vienna: PhD programm.





2014-present: University assistant “prae-doc”, University of Vienna, Faculty of Psychology, Department of Applied Social Psychology and Consumer Research.

Main research focus: Social cognitions, attention, self-regulation and unconscious processes, consumer decision making.

Courses taught: supporting Arnd Florack in the “Theorie und Empirie wissenschaftlichen Arbeitens (Arbeit, Bildung und Wirtschaft) I & II”.

### **Andreas Hergovich (Associate Professor)**

---

1984-1990: Enrolled at the University of Vienna: Psychology, Biology, History, Mathematics, Computer Sciences

1990: Mag. rer. nat, Psychology, University of Vienna

1990: Fa. Schuhfried, development of computer tests

1990-2003: Assistant (1/2), University of Vienna

1993: PhD in Psychology

2003: Qualification for full professorship in Psychology (Venia Legendi, University of Vienna)

Since 2003: Associate Professor (1/2), University of Vienna

Since 2003: lecturer at the “Fachhochschule der WKO” for “Marketing and Sales” in Vienna

2006-2008: study of Philosophy at the University of Vienna

2008: PhD in Philosophy

2007-2009: study of Sport Sciences at the University of Vienna

2009: Bachelor in Sport Sciences

2010: teacher of sports at the Gymnasium Feldgasse, Vienna

Since 2011: lecturer at the Karl-Franzens-Universität in Graz

2013: Visiting Professor at the Karl-Franzens-Universität in Graz

Main research focus: Anomalistic Psychology (research of causes why people believe in paranormal phenomena), Diagnostics, Personality and Individual Differences, Psychology of Attractiveness, Positive Psychology, Psychology of Sports, Theory of Science.

Courses taught: Since 1993 lectures in social psychology, personality psychology, decision psychology, methods of psychology

Other Functions: Health Psychologist; Clinical Psychologist



## **Eva Hofmann (Assistant Professor until 2016)**

---

1991-1994: Enrolled at the Vienna University of Economics and Business, Business Administration

1996-2006: Enrolled at the University of Vienna, Austria: Psychology

2001: Masters degree (Mag. rer. nat.) Psychology, University of Vienna

2001-2002: ERASMUS exchange student, University of Exeter, School of Psychology, UK

2006: Doctoral degree (Dr. rer. nat.) Psychology, University of Vienna

2002-2006: Research Associate, University of Vienna, Faculty of Psychology, Department of Economic Psychology, Educational Psychology and Evaluation

2006: Project manager and key researcher at the FH Burgenland GmbH, Eisenstadt, Austria

2007: Collaborator in the development in the bachelor curriculum “Management and Economic Psychology” for the Ferdinand Porsche FernFH, Vienna, Austria

2007: Psychological Testing for Human Factors, London, UK

2007: Interviewer for Psychonomics AG, Vienna, Austria

2008-2010: Post-doctoral researcher for the EC financed FP7 project COUNTER at the Institute for Marketing Management, WU Vienna University of Economics and Business

2010-2016: Assistant professor, University of Vienna, Faculty of Psychology, Department of Economic Psychology, Educational Psychology and Evaluation

2014: Research fellow for three months at the Regulatory Institutions Network (RegNet) at the Australian National University (ANU) collaborating with Valerie Braithwaite, Canberra, Australia  
Grants: 2012 Project “The impact of power of authorities on trust in authorities and consequences on tax cooperation” financed with €375.972,66 by the FWF (Austrian Science Fund) for a duration of 36 months

Membership in professional societies: IAREP, SABE, ÖGP

Main research focus: Economic psychology, tax psychology, consumer psychology, (anti-)social behavior.



Courses taught: Introduction to economic psychology, methods of empirical social research, research seminar for undergraduates, presentation training, communication training.

### **Matthias Kasper (Assistant Professor)**

---

2005-2012: Masters degree in Psychology, University of Vienna. Advisor: Christoph Kogler.

2009-2010: Visiting student, University of Helsinki.

2012-2016: PhD in International Business Taxation, Vienna University of Economics and Business (WU).

Advisors: Erico Kirchler, Rupert Sausgruber, Luigi Mittone. Dissertation title: "Understanding taxpayer behavior: A survey of the dynamics between personal and institutional characteristics".

2014: Visiting researcher, University of Cape Town.

2015: Visiting researcher, New York University.

2012-present: PhD in Economic Psychology, University of Vienna. Advisor: Erico Kirchler.

2016-present: Assistant Professor, University of Vienna, Faculty of Psychology, Institute for Applied Psychology: Work, Education, Economy. Main research focus: taxpayer behavior, financial decision making

Courses taught: Demonstrations in Economic Psychology



### **Katja Kerman (Research Associate)**

---

2011-2015: Test administrator, data entry operator and an intern at Educational Research Institute of Slovenia.

2014: Student Assistant for Organizational psychology and Psychometry at Department of Psychology, Faculty of Arts, University of Maribor.

2015: Student project coordinator at Department of Psychology, Faculty of Arts, University of Maribor.

2009- 2016: Enrolled at Department of Psychology, Faculty of Arts, University of Maribor (BA, MA).

2016- present: Enrolled at University of Vienna (PhD).

2016- present: University assistant "prae-doc", University of Vienna, Faculty of Psychology, Institute for Economic Psychology, Educational Psychology and Evaluation.



### **Erico Kirchler (Professor)**

---

1968-1973: School of Business and Administration (Handelsakademie), Bruneck (South Tyrol, Italy)

1973-1975: Technical University of Vienna, Vienna, Austria: Architecture

1974-1979: University of Vienna, Vienna, Austria: Psychology and Anthropology

1979: PhD Psychology

1979-1992: Assistant Professor, University of Linz, Austria

1989: Qualification for full professorship in psychology (Habilitation, University of Linz, Austria)

1992-present: Professor of Economic Psychology at the University of Vienna, Faculty of Psychology

1994-1998: Deputy-head of the Department of Psychology, University of Vienna

1998-2001: Head of Department of Psychology, University of Vienna

2004-2006 and 2008-present: Vice-dean of the Faculty of Psychology at the University of Vienna

2004-present: Deputy-head of the Department of Applied Psychology: Work, Education, Economy, Faculty of Psychology at the University of Vienna

Membership in professional societies: APS, APA, IAREP, EAESP, ENOP, SABE, DGPs, ÖGP, etc.

Main research focus: Economic psychology and applied social psychology: tax behavior, individual and family financial decision-making, unemployment and well-being.

Courses taught: Work, organizational and economic psychology.



### **Christoph Kogler (Assistant Professor until 2016)**

---

1995-2002: Enrolled at the University of Salzburg: Psychology

2002: Masters degree (Mag.phil.) Psychology, University of Salzburg. Thesis title "The role of the position effect in the Theory-Simulation-Debate (Supervisor: Prof. Anton Kühberger)



2003-2007 Research assistant in the project “Theory and Simulation in Decision Making” supported by the Austrian Science Fund FWF  
 2006: Ph.D. (Dr.rer.nat.) in Psychology, University of Salzburg. Thesis title “On the Robustness of the Diversification Bias: The Role of Dual Cognitive Process Theories concerning Multiple Decision Problems with Objective Probabilities” (Supervisor: Prof. Anton Kühberger)  
 2008-2010: PostDoc position in the project “Reading Other People’s Mind by Simulation” supported by the Austrian Science Fund FWF  
 2010-2016: Assistant Professor, University of Vienna, Faculty of Psychology, Institute for Applied Psychology: Work, Education, Economy  
 Membership in professional societies: EGPROC, IAREP, SABA  
 Main research focus: Decision making, tax behavior, endowment effect, mental simulation, dual process theories  
 Courses taught: “Economic Psychology I”, Lecture “Economic Psychology II”, Lecture “Executive Functions Involved in Decision Making and Attention”, Exercise Course “Statistics I”, Exercise Course “Statistics II”, Seminar “Cognitive Psychology”, Seminar “Test Theory and Test Construction”, Empirical Seminar “Biological Psychology” at the University of Salzburg; Exercise Course “Demonstrations in Economic Psychology”, Research Practical “Economic Psychology”, Seminar “Scientific Readings”, Seminar “Bachelor Thesis II”, Amplified Tutorial “Applying Theoretical Knowledge” at the University of Vienna; Seminar “The Role of the Executive Functions in Judgment & Decision Making”, Seminar “Dual Process Theories in Judgment & Decision Making” at the University of Klagenfurt; Seminar “Selected Aspects of Economic Psychology” at the Ferdinand Porsche FernFH

**Christian Korunka (Professor)**

1979-1986: Enrolled at the University of Vienna:  
 Psychology and anthropology  
 1986: PhD, Psychology, University of Vienna  
 1987-1997: Assistant professor, University of Vienna  
 1997-2007: Associate professor, University of Vienna  
 Since 2007: Full Professor, University of Vienna  
 1996, 1999, 2006: Visiting Professor at the University of Wisconsin-Madison  
 2006-2008: Vice Dean of the Faculty  
 Since 2009: Head of the Doctoral Program of the Faculty



Membership in professional societies: ÖGP, DGPs, APA  
Main research focus: Work and organizational psychology: organizational change, well-being and quality of working life, quality and quality improvement, entrepreneurship research: Personal characteristics, entrepreneurship education; entrepreneurial success; family businesses  
Courses taught: Since 1988 lectures in a wide range of psychological fields: general psychology, clinical psychology, health psychology, work & organizational psychology, lecturer in postgraduate teaching programs of the University of Vienna

### **Bettina Kubicek (Assistant Professor)**

---

1996-2006: Enrolled at the University of Vienna:  
Psychology

1997-2000: Enrolled at the University of Graz: Socio-  
pedagogical work and socio-cultural animation

2000-2008 Enrolled at the University of Vienna:  
Sociology, Gender Studies and Political Sciences

2000: Certificate in socio-pedagogical work and socio-  
cultural animation, Karl-Franzens University Graz

2003: Erasmus student at Freie Universität Berlin

2006: Masters degree (Mag.rer.nat.) Psychology, University of Vienna

2008: Masters degree (Mag.rer.soc.oec.) Sociology, University of Vienna

2011: Ph.D. (Dr.phil.) Psychology, University of Vienna

2004-2007: Teaching assistant at the University of Vienna, Department of  
Sociology

2007-2011: Research assistant at the University of Vienna, Faculty of  
Psychology

2012-2013: Visiting professor at the University of Vienna

2011-present: Research Associate, research project of the Austrian  
Science Fonds (FWF) "Acceleration at work", University of Vienna, Faculty  
of Psychology

Membership in professional societies: DGPs, EAWOP, ÖGS, DGS

Main research focus: Intensification of job demands, cognitive demands,  
emotions at the workplace, boundary management, work-home  
interface

Courses taught: Demonstrations in Economic Psychology, Research  
Seminar, Bachelor Seminar; Demographic change and the life course



(JKU Linz); Continuity and change in gender arrangements (JKU Linz), Universities in transition (JKU Linz)

### **Stephan Muehlbacher (Assistant Professor)**

---

1995-1996: Alternative Civilian Service

2002: Masters degree (Mag.rer.nat.) Psychology, University of Vienna. Thesis title “Evaluation of a webbased distance learning/coaching course” (Supervisor: Prof. Erico Kirchler)

2006: Ph.D. (Dr.rer.nat.) in Economic Psychology, University of Vienna. Thesis title “Tax compliance as dependent of effort, subjective valuation of income and aspiration level” (Supervisors: Erico Kirchler & Christian Korunka)

2002-present: Assistant Professor, University of Vienna, Faculty of Psychology, Institute for Economic Psychology, Educational Psychology and Evaluation

2012-2013: Interim Professor, Ludwig-Maximilians-Universität, Munich, Germany

2014: Qualification for full professorship in Psychology (Habilitation), University of Vienna. Thesis title “Tax Psychology: How tax morale is determined by power and trust”

Membership in professional societies: ÖGP

Main research focus: Decision making, tax evasion behavior

Courses taught: Exercise Course “Demonstrations in Economic Psychology”; Seminar “Economic Psychology: Financial Decision Making”; Lecture “Economic Psychology (for non-Psychologists)”; Lecture “Psychology of Markets”; Seminar “Psychology of Tax Compliance”; etc.



### **Irina Nalis-Neuner (Research Associate until 2017)**

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Irina Nalis-Neuner ist uni:docs Stipendiatin im Institut für Angewandte Psychologie der Universität Wien und arbeitet im Team „Arbeit im Wandel“. Außerdem ist die „Career Changerin“ schon viele Jahre in der strategischen Marken-, Kommunikations- und Organisationsberatung tätig.



Ihr Forschungsgebiet ist die selbstbestimmter Entwicklung der beruflichen Laufbahn. Im Zentrum stehen quantitative und qualitative Studien zu

- Career Change – Brücken und Brüche im Lebenslauf
- Career Crafting – Karriere neu denken und handeln
- nachhaltige Laufbahnentwicklung und
- subjektiver Erfolg.

Sie ist Mitglied von EGOS, der Europäischen Gruppe für Organisationsstudien, der Deutschen Gesellschaft für Psychologie und Strategie Austria.

Ihre Forschung dient dem Verständnis, wie wir Veränderung im Arbeitsleben heute so gestalten können, dass Erfolg morgen besser im Einklang mit Bedürfnissen von Individuen, Organisationen und Gesellschaft ist. Irina's Mission ist es, einen Beitrag zur großen Frage der „Zukunft der Arbeit“ zu liefern.

### **Jerome Olsen (Research Associate)**

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2008-2014: Enrolled at the University of Vienna:

Psychology

2012-2014: Student research assistant, University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2014: Master's degree (Mag. rer. nat.) Psychology, University of Vienna. Thesis title: "Trust and power as determinants of shadow economy and corruption: A cross-cultural study in 44 countries" (Supervisor: Christoph Kogler)

2014-present: Enrolled at the University of Vienna: PhD

2014-present: University assistant "prae doc" (uni:docs 2014), University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy; Project titel: "Tax morale among self-employed and their customers: A comparison of attitudes and compliance regarding value added tax and income tax."

Main research focus: tax behavior, mental accounting, decision making





## **Roman Prem (Assistant Professor)**

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1998-2003: Higher Technical College for Software Engineering (HTL Wien Donaustadt), Vienna

2003-2016: Enrolled at the University of Vienna: Psychology (diploma and doctorate programme)

2004-2005: Civilian Service, Lower Austrian Red Cross, paramedic training (12 months)

2006-2008: Freelancing project collaborator, University of Vienna, Faculty of Psychology, Department of Basic Psychological Research

2009-2011: Student assistant, University of Vienna, Faculty of Psychology, Institute for Economic Psychology, Educational Psychology and Evaluation

2011: Masters degree (Mag.rer.nat.) Psychology, University of Vienna. Thesis title: "Stress and strain in everyday work life" (Supervisor: Christian Korunka)

2011-2015: University assistant "prae-doc", University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2012: Certified Work Psychologist (BÖP/EFPA)

2016: Ph.D. (Dr.phil.) Psychology, University of Vienna.

Thesis title: "Time pressure in daily working life: How within-person processes link time pressure to task performance, ego depletion, and thriving at work" (Supervisor: Christian Korunka)

2016-present: University assistant "post-doc", University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

Membership in professional societies: EAWOP, DGPs, ÖGP, BÖP

Main research focus: Day-level effects of job demands and job resources; cognitive appraisal and self-control processes; work motivation; procrastination, proactivity, and creativity at work

Courses taught: Scientific Readings, Bachelor's Theses, Presentation and Moderation Techniques, Applying Theoretical Knowledge, "Research factory", Exercises in Statistics, Demonstrations in Economic Psychology



### **Benjamin Serfas (Research Associate)**

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2006-2012: Enrolled at the University of Vienna:

Psychology

2011-2012: Student Research Associate, University of Vienna

2012 Diploma (Psychology). Thesis Title: "Focusing Compulsive Buyers' Visual Attention by Implementation Intentions"

2012-present: PhD student and research associate, University of Vienna, Department of Applied Psychology: Work, Education and Economy  
Main research focus: Consumer Behavior, Visual Attention, Social Cognition



### **Martin Soellner (Secretary)**

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2010-present: Secretary at the University of Vienna, Department of Applied Psychology: Work, Education and Economy

As secretary of the area "Applied Social Psychology and Consumer Behavior Research" I am particularly responsible for the following scope of duties:

Administration of externally funded projects, supervision of guest lectures, organization of conferences, congresses and meetings, preparation and administration of the homepage of our department, general secretarial agendas such as time management, creating and managing databases, proofreading and editing of scientific texts.



### **Jennifer Stark (Research Associate until 2015)**

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1993-2001: Enrolled at the Vienna Conservatory of Music:

Applied Music/Flute à bec

1994-2012: Enrolled at the University of Vienna:

Psychology

2010-2012: Student research assistant, University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2011: Scientific research internship at the University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy



2012: Master degree (Mag.rer.nat.) in Psychology, University of Vienna.  
Thesis title “Breaching taxpayer trust: The effects of feedback and a shock to trust on tax compliance” (Supervisor: Mag. Dr. Christoph Kogler)

2012-2014: University assistant “prae-doc” at the University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2015: Research associate, research project of the Austrian National Bank (OeNB) “Tax morale among self-employed and their customers: a psychological comparison of value added tax versus income tax”, University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2012-present: Enrolled at the University of Vienna: PhD

Membership in professional societies: IAREP, OEGP

Main research focus: Decision making, tax behavior, inheritance tax, social representations

Courses taught: Exercise course “Exercises in Work-Organizational and Economic Psychology”, lecture and exercise course “VU Social and Economic Psychology, seminar “Methods” and seminar “Bachelor Thesis II”

## **Project Collaborators**

### **Johanna Bunner**

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2009-2015: Enrolled at University of Vienna: Psychology.

2012: Intern (HR) at Smurfit Kappa

2012-2015: Student assistant at University of Vienna, Faculty of Psychology, Institute for Applied Psychology: Work, Education, Economy

2015: Master's degree (Mag. rer. nat.) Psychology, University of Vienna. Thesis title: "How do professional newcomers deal with increased autonomy at work? The importance of self-leadership styles" (Supervisor: Christian Korunka).

2015-present: Enrolled at University of Vienna: PhD

2015-present: Project associate: University of Vienna, Faculty of Psychology, Institute for Applied Psychology: Work, Education, Economy. Main research focus: safety engineers, workplace health and safety, organizational support, communication strategies

Courses taught: "Techniques for Presenting and Moderating", "Applying theoretical knowledge"



### **Katharina Gangl (until 2016)**

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2001-2008: Enrolled at the University of Vienna, Austria: Psychology

2001-2003: Enrolled at the University of Vienna: Sociology

2006: Exchange term at the ISCTE University in Lisbon: Management

2007-2008: Student assistant, University of Vienna, Faculty of Psychology, Institute for Economic Psychology, Educational Psychology and Evaluation

2008: Master degree (Mag.rer.nat.) Psychology, University of Vienna

2011-2013: University Assistant, University of Vienna, Institute of Applied Psychology: Work, Education and Economy

2013: Visiting scholar at the Queensland University of Technology, Australia

2013: Doctoral degree (Dr.phil) Psychology, University of Vienna



2013-2016: post-doc researcher in the FWF project “The impact of power of authorities on trust in authorities and consequences on tax cooperation”

Membership in professional societies: ÖGP, IAREP, DGPS, EAWOP

Main research focus: Cooperation with authorities, tax psychology, trust, power, financial crisis

Courses taught: Bachelor Seminar I (Empirical Training), Exercise Course “Demonstrations in Economic Psychology”; supporting Erico Kirchler in the “Projektstudium” and his main lecture on economic psychology.

Seminar “Presentation Techniques” for young scientists

### **Barbara Hartl (until 2016)**

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2006-2011: Enrolled at the University of Vienna, Austria:

Psychology

2008-2011: Enrolled at the Vienna University of Business Administration and Economics: Socio-Economics

2011: Masters degree (Mag.rer.nat.) Psychology, University of Vienna

Thesis title: “Gender stereotypes of leaders: An analysis of obituaries” (Supervisor: Prof. Erico Kirchler)

2011-present: Enrolled at the University of Vienna: PhD

2011-2012: Project collaborator at the University of Vienna, Department of Applied Psychology: Work, Education and Economy, in the project “Literary analysis of mental accounting of self-employed taxpayers”

2012-2013: University assistant “prae-doc”, University of Vienna, Faculty of Psychology, Institute for Applied Psychology: Work, Education and Economy

2013-2016: Project collaborator at the University of Vienna, Department of Applied Psychology: Work, Education and Economy, in the project “The impact of power of authorities on trust in authorities and consequences on tax cooperation”

Main research focus: Economic psychology, tax psychology, mental accounting

Courses taught: Exercise Course “Demonstrations in Economic Psychology”, Lecture “EC Labour, Organisational and Business Psychology”, Seminar “Methods”



## **Johanna Palcu**

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2006-2012: Enrolled at the University of Vienna (Austria):  
Psychology

2010-2012: Undergraduate Research Assistant at the  
Department of Applied Psychology: Work, Education  
and Economy

2012: Diploma degree Psychology, University of Vienna

Thesis title: Austria's "Who's Who?" – Exploring  
representations of famous faces in an Austrian student sample – a  
quantitative approach

2012-2014: Research associate at the University of Vienna, Faculty of  
Psychology, Department of Applied Psychology: Work, Education and  
Economy

2014-present: Project collaborator at the University of Vienna, Faculty of  
Psychology, Department of Applied Psychology: Work, Education and  
Economy in the project "Explicit and Implicit Country Stereotypes of  
Consumers"

Membership in professional societies: DGPs, ACR

Main research focus: Social Cognition and Social Perception, Social  
Influence, Self-regulation, Sensory Marketing, Eyetracking, Consumer  
Behavior and Advertising

Courses taught: Seminar "Social Cognition and Social Perception",  
Masters Seminar "Sensory Marketing", Seminar "Research methods"



## **Matea Paškvan (until 2016)**

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2004-2011: Enrolled at the University of Vienna:  
Psychology

2010-2011: Freelancing project collaborator, University  
of Vienna, Faculty of Psychology, Institute for Economic  
Psychology, Educational Psychology and Evaluation

2011: Masters degree (Mag.rer.nat.) Psychology,  
University of Vienna.

Thesis title: "Impact of emotional dissonance on burnout. A longitudinal  
study with Austrian eldercare workers" (Supervisor: Christian Korunka)

2011-2015: Enrolled at the University of Vienna: PhD



2011-2013: University assistant “prae-doc”, University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2012: DGPs AOW-Doctoral Workshop, Trier

2013-2015: Project collaborator (Praedoc); research project of the Austrian Science Fonds (FWF) “Acceleration at work”, University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

2014: Visiting researcher at the University of Bern

2015: Doctoral degree (PhD), Social Sciences, Psychology, University of Vienna.

Thesis title: “Changing working world. Causes and consequences of intensified job demands” (Supervisor: Christian Korunka)

2015: Award of Excellence for the dissertation “Changing working world. Causes and consequences of intensified job demands”

2016: Project collaborator (Postdoc); research project of the Austrian Economic Chamber (WKO) “Flexible working conditions – a way to increase work – family balance? A comparative study between self-employed and employed persons”, University of Vienna, Faculty of Psychology, Department of Applied Psychology: Work, Education, Economy

Membership in professional societies: DGPs, EAOHP, EAWOP, ÖGP, SIOP

Main research focus: The effect of intensified demands on employee well-being, challenge – hindrance demands, resources buffering the effects of intensified on well-being and job attitude, short – and longterm effects

Courses taught: Methods of Empirical Social Research, Research Seminar for Undergraduates, Amplified tutorial: Applying Theoretical Knowledge, Methods, Exercise Course “Demonstrations in Economic Psychology”

## **Martin Soellner**

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2001: Final examination at the BORG Krems (High school with special emphasis on Fine Arts)

2002-2003: Enrolled at the Vienna University of Economics and Business: Business Administration

Since 2003: Enrolled at the University of Vienna: Psychology

2007-2009: Recruiting Assistant, Uniport – Career Center of the University of Vienna



2009-2011: Student Research Assistant at the University of Vienna,  
Department of Economic Psychology, Educational Psychology and  
Evaluation

2013: Masters degree (Mag.rer.nat.) Psychology, University of Vienna,  
Thesis title: “Qualitative evaluation of the sustainable effectiveness of a  
training program for teachers to promote competences for lifelong  
learning (LLL)”

2013-2014: Postgraduate studies for clinical psychologists and health  
psychologists (Advanced Training Academy of the Professional  
Association of Austrian Psychologists)

2013-present: Project Collaborator at the University of Vienna,  
Department of Applied Psychology: Work, Education and Economy  
Courses taught: Presentation and moderation techniques



# RESEARCH DEVELOPMENT AND PROJECTS

## Development and Profile of the Research Center

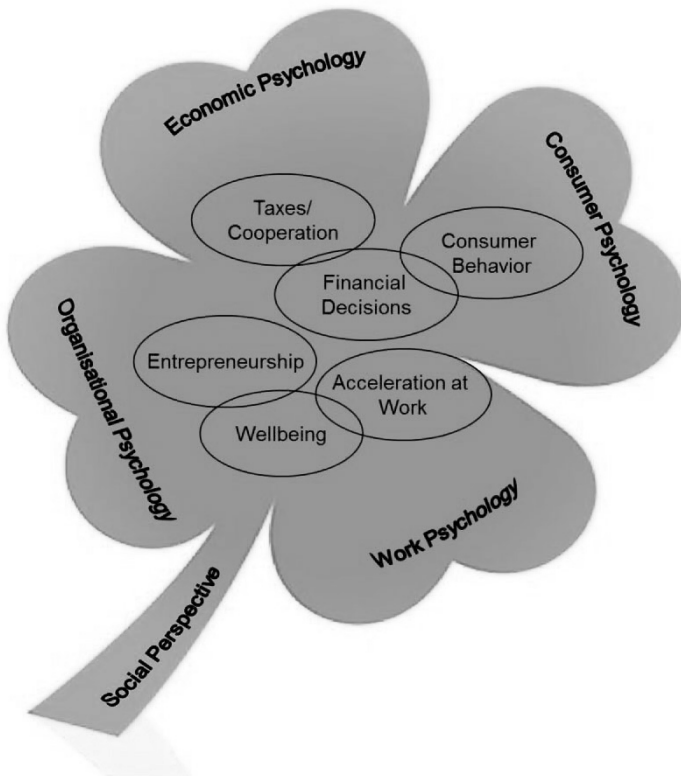
Our team works on four research topics: Economic Psychology, Consumer Psychology, Work Psychology, and Organizational Psychology. The research center *Decisions in Work, Organizations and the Economy* investigates the behavior of individuals in social, economic, and work-related contexts. We conduct basic and applied research that aims to advance theory development and inform the policy debate.

Our mission statement is outlined as follows:

“The focus of research is on mechanisms and processes that underlie psychological phenomena in the economy. We study experiences, behavior, and decisions in social and economic contexts and are interested in advancing theories in the areas of economic and consumer psychology as well as in the areas of work and organizational psychology. Current research topics include the examination of the determinants of tax behavior, financial decisions, and consumer behavior, on the one hand, and the study of decisions of founders and entrepreneurs, the consequences of change, and the determinants of well being in occupational contexts, on the other hand.”

The figure below depicts our research focus. Currently, we pursue four main topics: 1) Economic Psychology (taxes and cooperation), 2) Consumer Psychology (financial decisions and consumer behavior), 3) Work Psychology (change and well-being) 4) Organizational Psychology (entrepreneurship). The figure also illustrates our interdisciplinary approach. We strive for collaboration and continuous exchange of ideas within our research center.

## Research Topics



## **Economic Psychology**

### **Taxpayer behavior**

Our research explores taxpayer behavior and the interaction between authorities and taxpayers. We work with colleagues from different backgrounds on a variety of topics:

#### **The effects of audits, outreach, and education on US taxpayers' payment morale and their attitudes towards the IRS**

This project aims to explore several factors that drive tax compliance behavior and comprises three studies. First, we analyze tax return information from self-employed US taxpayers to quantify the impact of tax audits on reporting compliance. Second, we conduct a representative survey study in order to assess taxpayers' attitudes towards the tax agency. Combining the survey responses with IRS data on taxpayers' filing behavior will allow us to explore how tax audits affect taxpayer attitudes and how these attitudes, in turn, shape compliance choices. Third, we develop a field experiment that aims to identify the effect of different letters to taxpayers on their reporting compliance. As the number of taxpayers who fail to meet their payment obligations is substantial, this study intends to identify innovative means to promote payment morale.

Funding: US Taxpayer Advocate Service

Duration: 2014-2017

P.I.: Kirchler, E., Kasper, M., Beer, S.

External Associates: Brian Erard

#### **The role of emotions in tax compliance behavior**

While the investigation of emotional processes has gained a tremendous raise of attention in the general decision-making research community during the past ten to fifteen years (Ekman, 2016; Lerner, Li, Valdesolo, & Kassam, 2015; Volz & Hertwig, 2016), only very little is known about the underlying emotional processes that determine the individual tax compliance decisions. The Slippery-Slope Framework (SSF) for instance, demonstrates how certain actions taken by tax authorities lead to

different compliance outcomes, however it does not elaborate the underlying psychological processes of the taxpayers. In order to close this research gap, I will build on and extend the existing research by investigating the role that emotions play in tax decision-making. My dissertation project follows a multimethod approach, using a triangulation of qualitative and quantitative methods. In a first, qualitative study I assessed the subjective perspectives of taxpayers on the process of paying taxes. Building up on these results the emotions present during this process will be systematically explored and the causal relationship between emotional responses and compliance decisions will be investigated in a set of studies.

Funding: Self-financed research project

Duration: 2015-2019

P.I.: Enachescu, J.

Internal Associates: Kirchler, E.

### **Tax morale among self-employed and their customers: A comparison of attitudes and compliance regarding value added tax versus income tax**

Economic psychology and behavioral economics have focused strongly on studying individual behavior concerning income tax, rather disregarding other types of taxation. The project addresses value added tax (VAT) as one of the key imposts in most countries. VAT is a tax on consumption paid on the majority of transactions at a rate of 20% in Austria. Special attention will be paid to self-employed taxpayers, who often perceive paying VAT “out of their pockets” and regard VAT as part of their business turnover, although in fact they just collect the tax from consumers and forward it to the authorities. The planned research consists of three parts: (1) A first study investigating social representations of VAT in comparison to income tax to identify crucial differences with regard to mental concepts, opinions and feelings. Expected results will indicate psychological explanations for VAT evasion, for instance with respect to mental accounting processes, which resemble different strategies to keep control over finances. (2) A cross-sectional survey study concentrating on self-employed business owners and measuring a number of demographic, business-related and psychologically relevant variables will explore which psychological

constructs account for prevailing mental accounting practices and indicated reactance to pay VAT. (3) An incentivized laboratory experiment investigating the influence of mental accounting on VAT compliance especially taking into account the interaction of sellers, buyers and tax authorities will be conducted as a final step. Results from all three studies will give much-needed insights regarding important determinants of VAT compliance. Furthermore, these findings will be beneficial for the training of young business owners in order to influence their perception of VAT and thus to decrease VAT evasion.

Funding: OeNB (Austrian National Bank)

Duration: 2014-2017

P.I.: Kirchler, E.

Internal Associates: Kasper, M., Kogler, C., Muehlbacher, S., Olsen, J., & Stark, J.

External Associates: Mittone, L.

### **Cross-cultural evaluation of the Slippery Slope Framework**

The main assumptions of the slippery slope framework of tax compliance (Kirchler, Hölzl, & Wahl, 2008) are investigated in more 44 countries worldwide. Four different scenarios manipulating trust in and power of authorities are used, as well as a questionnaire including manipulation checks and measures of intended, voluntary and enforced tax compliance. Besides testing the assumption that both, trust and power, are important determinants of tax compliance, the study aims at identifying general differences between the participating countries. The sample of about 15,000 participants from all continents consists exclusively of students (predominantly economics) aged between 17 and 25 years. The findings confirm the basic assumptions of the slippery slope framework. In all countries, the highest level of tax compliance can be found in conditions of high trust and high power. More voluntary compliance is observable in conditions of high trust, more enforced compliance in conditions of high power. In addition, collected data on perceived similarity of the presented scenarios and the respective country allows a reality-based validation of the slippery slope framework by relating assessments of trust and power to estimations on shadow economy and corruption in the participating countries. Besides high correlations between trust and power and shadow economy and

corruption, trust and power are also correlated with national happiness and health.

Funding: Self-financed research project

Duration: 2011-2015

P.I.: Batrancea, L., Kogler, C., Nichita, A. & Olsen, J.

Internal Associates: Kirchler, E.

External Associates: Belianin, A., Pántya, J., Hölzl, E., Huber, O.W., Torgler, B. and other researchers from 44 countries

### **The impact of power of authorities on trust in authorities and consequences on cooperation**

In this project (i) theoretically the Slippery Slope Framework (Kirchler, Hoelzl, & Wahl, 2008) is extended by the interaction between different qualities of power of authorities (coercive power and legitimate power) and different qualities of trust in authorities (reason-based trust and implicit trust) and the interactions' impact on cooperative climates, motivations to cooperate and cooperative behavior. In detail, it is assumed that coercive power, based on pressure via severe audits and fines, leads to an antagonistic climate between authorities and individuals and enforced compliance. Legitimate power and reason-based trust determine a service climate and voluntary cooperation. Finally, implicit trust, based on the perception of shared values and norms, fosters a confidence climate and committed cooperation. (ii) A qualitative approach is applied to analyze how tax officers and taxpayers perceive power of tax authorities and trust in tax authorities. Tax officers and taxpayers take part in interviews in which they report their perception of power, trust, tax climate, and tax cooperation. (iii) In a quantitative approach, based on the Dutch Tax Survey 2010 (questionnaire filled in by 1377 Dutch entrepreneurs and 807 Dutch private taxpayers), the relationship between legitimate power assessed as tax authorities' service orientation, trust in tax authorities and tax compliance is analyzed. (iv) Based on a representative sample of 500 self-employed Austrian taxpayers the reasons for the perceived interaction between different qualities of power and trust is examined. (v) In addition, the relationship between different motivations to cooperate and tax compliance is studied based on the Dutch Tax Survey 2010 and the representative sample of Austrian self-employed. (v) The

assumptions of the extended slippery slope framework are examined based on survey data of three different countries: Austria, Finland, and Hungary. (vi) In three experiments with scenarios the causal impact of coercive power and legitimate power is studied in an online experiment with taxpayers. (vii) In three follow up experiments, the impact of coercive power and legitimate power on trust, tax climate, and tax payments was studied in the laboratory assessing changes of perceived power over 40 factious taxpaying rounds. (viii) In two experiments the neurophysiological impacts (reaction time, EEG, heart rate) of coercive power and legitimate power are examined. (ix) In a field experiment the combined impact of coercive power and legitimate power manipulated as supervision of taxpayers on timely taxpaying is tested. (x) Finally, the assumptions on the impact of coercive power and legitimate power are tested with surveys and experiments in different social interaction contexts such as leadership, insurance, public transportation, waste management, internet piracy, and collaborative consumption.

The project allows a comprehensive understanding of the prevalence and impact of different qualities of power and trust on cooperation. A product of the project is also an instrument to assess the different constructs of the extended Slippery Slope Framework, which can be used in several future studies. The project is a collaboration between the Unit of Work, Organizational and Economic Psychology, the SCAN Unit, the Wageningen University and Research Centre, Netherlands, the Cognitive and Experimental Economics Laboratory in Trento, Italy, the Queensland University of Technology, Australia, the Australian National University, the University of Hull, Austrian Tax Authorities and the Netherlands Tax and Customs Administration.

Funding: FWF (Austrian Science Fund)

Duration: 2013-2016

P.I.: Hofmann, E.

Internal Associates: Gangl, K., Hartl, B. Muehlbacher, S., Kogler, C., Stark, J., Pfabigan, D., Lamm, C., & Kirchler, E.

External Associates: Antonides, G., Frecknall-Hughes, J., de Groot, M., Goslinga, S., Torgler, B., Braithwaite, V., Müller, E., Schmalz, I., & Mittone, L.

## **Mental accounting of self-employed taxpayers**

Empirical studies show that self-employed differ widely in mental accounting of their tax due. Mental segregation of the net income and the tax due results in higher tax morale and higher tax compliance. By contrast, the perception that the whole gross income is private property and available for private spending increases the temptation to evade taxes. Consecutive studies are planned to further clarify the role of mental accounting for tax compliance, and to find determinants of favorable mental accounting practices. Long-term rationale is to develop trainings for unexperienced self-employed, that could help these taxpayers to keep track of their financial activities.

Funding: Chamber of Commerce, Vienna; Self-financed

Duration: Start 2008

P.I.: Muehlbacher, S., Kirchler, E., & Hartl, B.

## **Inheritance and inheritance tax**

Inheritances play a pivotal economic and societal role in respect to the concentration of wealth within states and inheritance taxes represent a highly progressive form of redistribution that only affects the wealthiest 2% of taxpayers. In light of the constantly increasing skewedness of the distribution of wealth, it is not surprising that the intergenerational transfer of wealth in the form of inheritance as well as the taxation thereof have emerged as topics of steadily increasing interest in public as well as scientific discourse and debate. Although the topic is highly controversial and of imminent importance to policy makers, research, in particular psychological research, is scarce. Within the framework of three studies citizens' concepts of inheritance, attitudes towards inheritance taxes as well as inheritance tax behavior are investigated. Starting with laypeople's' differentiated social representations of wealth, inherit and bequeath, continuing with heirs' and testators' concepts of inheriting and bequeathing as well as their opinions on inheritance taxes, and finally moving on to attitudes towards inheritance taxes and inheritance tax behavior, this research focus aims at mapping a comprehensive picture of the psychological aspects underlying the intergenerational transfer of wealth.

Funding: Self-financed research project

Duration: 2012-2015



P.I.: Stark, J. & Kirchler, E.  
Internal Associates: Kogler, C.  
External Associates: Gaisbauer, H. & Sedmak, C.

### **The effect of voice on tax contribution and distribution on tax honesty**

The main interest of this project is to test the impact of taxpayers' involvement in the development of the tax system in a series of experiments. Reducing the distance between taxpayers and the tax authorities can boost the general level of taxpayers' trust in authorities and should result in higher acceptance of the tax load and increased tax compliance. Preliminary findings support the assumption that having voice on contribution and distribution of tax revenues raises tax honesty and pushes taxpayers to virtuous behavior, most probably due to a higher perception of fairness and justice.

Funding: Self-financed research project

Duration: 2013-2015

P.I.: Kogler, C.

Internal Associates: Kirchler, E.

External Associates: Casal, S., Mittone, L.

### **Investigating work effort and tax compliance in flat and progressive tax systems**

This research project deals with the evaluation of the efficiency of flat and progressive tax systems, especially with regard to considerations of fairness. Interestingly, lay people and experts do not necessarily agree with regard to these considerations, and empirical findings are inconclusive with respect to attitudes towards flat and progressive tax systems as well as concerning tax compliance and work effort in these different tax systems. The special focus of this research project is to study the impact of a change of tax system, either from a flat to a progressive tax system or from a progressive to a flat system on the behavior and attitudes of the taxpayers.

Funding: Self-financed research project

Duration: 2014-2015

P.I.: Kogler, C.

Internal Associates: Kirchler, E.

External Associates: Kovács, J., Pántya, J.

## **Unfair treatment corrupts compliance**

Unfair treatment often makes people want to restore equity by cheating or stealing, especially if unfairness is due to financial loss. Further support for people's aversion to financial inequity and loss comes from the finding about people's willingness to pay to punish free-riders in a public good game. Additionally, research on tax compliance shows increased under-compliance after being fined on an audit, solely due equity restoration.

We combined these three findings and anticipated that people would under-comply after a financial loss if under-compliance can take a revenge on the person who imposed the loss on them even when full compliance would make a good bit of their losses.

To address this question we conducted a lab study (N=134) with three treatments, in a 2\*2 factorial design with one structurally empty cell.

We find that people comply less after a financial loss and when under-compliance can financially hurt the originator of their losses.

Additionally, people's estimated group compliance level influences their actual compliance such that lower estimated compliance leads to lower actual compliance. We also found that expected level of group compliance has a stronger influence when there is a possibility to take revenge than when there is not. Additionally, when there is a possibility to revenge the average actual compliance is equal to the estimated group compliance, whereas it is higher when there is no possibility to revenge. We conclude that experiencing and unfair treatment together with the possibility for revenge on the originator of the loss "erodes" morals. That is, people believe that the others will take revenge and they act on this belief.

Funding: Förderungsstipendium

P.I.: Dezső, L.

Internal Associates: Kirchler, E.

## **Decision making**

### **Regulatory focus and regret: The influence on decision making in economic and social contexts**

People often think about whether acting in a certain way will cause regret in case of obtaining a negative result. We propose that anticipated regret may have a self-regulatory function, which has a crucial influence on people's experiences and behavior. The main aim of the present research project is to connect two research lines, that haven't been related to each other so far: the influence of regret on decision-making and the role of self-regulation in people's experiences and behavior. The influence of experienced and anticipated regret and its interaction with self-regulatory mechanisms will be examined in different domains. The project bases on three main assumptions. First, it is assumed that regret in many situations is anticipated and experienced more strongly by individuals who endorse a motivational orientation concerned with attaining positive end-states by avoiding mistakes. It is further proposed, however, that regret can be caused by different kinds of information present in the choice context, and therefore may also be anticipated and experienced by individuals endorsing different motivational orientations, and influence their behavior as well. Finally, it is assumed that the anticipation of regret is related to an increased general arousal, which strengthens people's tendency to adopt thinking styles behavior based on their individually dominant motivational orientation. Thus, the proposed analysis of the interaction between regret and self-regulatory processes applies the logic of a general psychological mechanism derived from research on social influence.

Project in cooperation with Zeppelin University;

Funding: DFG;

Project Team: Florack, A.; Keller, J.; Leder, S.

### **Increasing the salience of financing a loan makes people less likely to borrow: An application of focus weighted utility**

*Focusing illusion* describes that when people make choices they tend to focus more on – and hence overweight – attributes in which their options differ more. For instance, in deciding whether or not to take out a loan,

people may overweight the benefit of the loan relative to its small and dispersed costs. The Model of Focusing (Kőszegi and Szeidl, 20`3, QJE) is a useful theoretical framework to examine focus driven choices on intertemporal sequences, such as loan plans. From this model we theoretically derive and find support in our empirical study that offering the loan in a decreasing-installments plan in addition to the standard fixed-installments plan induces sufficient focus on the loan's cost to make people less likely to borrow at all. This is because the decreasing-installments plan reduces the advantage of the concentrated benefit relative to its costs. Furthermore, we show that the presence of the decreasing-installments plan makes people less likely opting for the fixed-installments plan and they also rate the fixed-installments plan less attractive.

Funding: Self-financed research project

P.I.: Dezső, L.

Internal Associates: Kirchler, E.

External Associates: Neszveda, G. (Tilburg University, Department of Finance) and Steinhart, J. (Austrian Institute of Technology)

### **Predicting future emotions correctly while mispredicting future behavior: Projection bias among school age children**

We enrolled 199 children to our between-subject study to investigate projection bias (PB) among children.

In this study kids were prompted to predict the intensity of their future emotional state (nervousness) and their corresponding behavior (maximum payment to postpone a hard test scheduled within a few hours). We assumed that predicting the intensity of their future emotional state draws on their episodic memories (labeled the episodic component), while predicting their corresponding behavior draws on their semantic memories (labeled the semantic component). The kids were randomly assigned into either "morning" or "before test" groups and they had to indicate the current intensity of their nervousness and reveal their current preferences (maximum payment to postpone the hard test). In addition, kids in the "morning" group had to predict their level of nervousness and their corresponding preferences right before the test. Our results documented PB and present-biased preferences. We also found that those who wanted to postpone showed increased PB and

increased present bias. Our key finding, however, is that children correctly predicted the episodic component (thus, the intensity of their emotional state) but that they mispredicted the semantic component (thus, their corresponding behavior) of the anticipated event.

Funding: Self-financed research project

P.I.: Szász, B., (Eotvos Lorand University, Department of Psychology, Budapest)

Internal Associates: Dezső, L.

### **Bargaining impasse between negotiating parties with shared asymmetric history**

History in negotiations is a double-edged sword. Although parties can develop trust over time, history abounds with cases of protracted feuds that developed as a result of conflicting interpretations, and invocations, of history. We propose that, due to a biased invocation of the past, history is likely to play a pernicious role in negotiations. Particularly, given an asymmetric history in which one party benefited at the expense of the other. We test this prediction in two two-stage experiments. We find that asymmetric history in a first stage leads to increased impasses in a second stage, but that this effect holds only when the second stage pairs the same two parties experiencing the asymmetric history in the first.

Funding: Fulbright Scholarship and George Loewenstein's personal research funds

P.I.: Dezső, L.

External Associates: Loewenstein, G., (Carnegie Mellon University, Pittsburgh), Steinhart, J. (Austrian Institute of Technology), Neszveda, G. (Tilburg University, Department of Finance), Szász, B., (Eotvos Lorand University, Department of Psychology, Budapest)

## **Consumer Psychology**

### **Explicit and implicit country stereotypes of consumers**

Extant country-of-origin (COO) research lacks strong theory, assumes only reflecting thinking on the part of consumers, and relies invariably on explicit (direct) measurement of country stereotypes. The proposed project integrates Fiske et al.'s (2002) stereotype content model (SCM) with Strack and Deutsch's (2004) reflective-impulsive model (RIM) into a unifying conceptual framework which is subsequently used to study the impact of both explicitly- and implicitly-assessed country stereotypes on consumer emotions and behavior. Based on a series of complementary studies – both survey- and experimentally-based – it seeks to offer detailed insights into (a) the degree of and reasons for the convergence/divergence of explicitly- and implicitly-measured country stereotypes, (b) the relative influence of such stereotypes on deliberate vs. spontaneous purchase decisions, (c) the role of implicit country stereotypes in steering consumers' attention and (automatic) approach impulses, (d) the mediating effects of (positive and negative) emotions on the stereotype-behavior relationship, and (e) the relative predictive validity of explicitly- and implicitly-measured country stereotypes with respect to a wide range of behavioral outcomes. The project findings are expected to substantially advance both COO theory and stereotyping theory as well as generate several implications relevant for practice.

Funding: FWF;

PIs: Diamantopoulos, A., Florack, A.;

Post doc: Halkias, G.;

PhD Student: Palcu, J.

### **Mobility of elderly people**

The project is concerned with the mobility of elderly people and the usage of alternatives for car driving. It takes into account that with an increased age limitations in attention, perception, and response time can occur that affect car driving and increase perceived stress during driving. The main objective of the project is to examine forms of communication to provide elderly people with a helpful and supportive feedback about

the current driving abilities and explain potential alternatives to car driving.

Funding: Gesamtverband der Deutschen Versicherer (GDV); The project is a cooperation project with the Zeppelin University;

P.I.: Florack, A.;

Post Doc: Leder, S.;

PhD Student: Söllner, M.

### **Impulse purchases and overspending: The role of shopping orientations and consumer information processing**

The present project addresses the problem of uncontrolled purchasing and overspending from the perspective of consumer psychology. The project has two main research objectives: (i) advancing knowledge on the mechanisms that underlie impulse purchasing and (ii) providing techniques and strategies to consumers to control their purchasing behaviour. Whereas previous research has focused on affective processes and lack of self-control as precursors of impulse purchases, the present project addresses the interplay between motivational orientations and information processing. This will be achieved by integrating research on shopping orientations with research on mindsets. Step 1 will examine differences in attention and cognitive procedures between consumers with a hedonic shopping orientation and consumers with a utilitarian shopping orientation, and how these differences contribute to impulse purchasing. Step 2 examines whether features of the environment activate different mindsets. Furthermore, the step addresses how the interplay between these activated mindsets and shopping orientations influence consumers' evaluations of products and propensities to make impulse purchases. Step 3 will develop and test strategies that are tailored to the differences in information processing between consumers with a hedonic and a utilitarian shopping orientations. This will be informed by the findings from Steps 1 and 2. Moreover, the concept of a workshop will be developed that facilitates teaching these strategies to consumers. Thereby, the project aims to enhance consumers' competencies to control their purchasing behaviour and thus to refrain from unwanted purchases and spending excessively. The research questions will be examined in a set of laboratory experiments that

include eye tracking to measure attention. In addition, the strategies to control purchasing behaviour will be tested in a field experiment.

Funding: European Union;

P.I.: Büttner, O.;

Project Coordinator: Florack, A.;

PhD Student: Serfas, B.

## **Mimicry and consumption behavior**

Social psychological research provides many examples for the influence of observed behavior on executed behavior. In an early demonstration, Hull (1933) found that individuals who see someone fall forward are likely to show a similar tendency. Also, recent studies have shown that individuals often mimic consumption behavior of others. A particular characteristic of these studies is that the influencing behavior is always the same as the influenced consumption behavior, for instance, the choice of a snack. In the present project, we investigate whether also the observation of a movement that is not executed in the context of consumption (e.g., an arm flexion during a sports exercise) can affect consumption behaviors that rely on the same movement (e.g., putting a drink to ones mouth while watching the sports exercise).

Funding: Self-financed research project;

P.I.: Florack, A.;

External Project Partner: Genschow, O. (University of Gent)

## **Chronic shopping orientation**

When it comes to shopping, consumers have different preferences. Some consumers enjoy browsing through stores and getting stimulated by the store environment; others see shopping as a task they want to finish as efficiently as possible. In the present project, we have developed a scale that measures consumers' general tendency to be either a fun-oriented or a task-oriented shopper: The Chronic Shopping Orientation Scale. Furthermore, we examine the question whether consumers' chronic shopping orientation is a stable personality trait. Moreover, we address the relationship between chronic shopping orientation and higher-order personality traits such as preferences for information processing styles.

Funding: Self-financed research project;

P.I.: Büttner, O. & Florack, A.



# Work Psychology

## Acceleration at work

As our world is changing at an ever faster pace, work is also changing. The way how work was done 50 years ago is in most cases already outdated – a blatant statement, that many people would assent to. Progress and innovation have taken the place of more traditional demands. Technical innovation, new management concepts, increasing administrative demands as well as changes in occupational structures and legal regulations are altering work processes. As a result of such changes employees are faced with new demands arising from accelerated change (Korunka & Kubicek, 2012): (i) intensified knowledge-related learning demands; (ii) intensified task-related learning demands; (iii) intensified job-related autonomy demands; (iv) intensified career-related autonomy demands; (v) work intensification. The aim of this research project is to explore these demands and their consequences for employees, and to invest further research in resources (job control, social support, openness for change etc.) and coping styles (self-management etc.) related to demands arising from accelerated change. Three research modules are applied. (i) Longitudinal questionnaire studies examine how changes in working life are perceived and dealt with. The current work situation, at two different points in time, serves as the temporal context. (ii) Diary studies are used to shed more light on the conditions under which changing demands in everyday work are perceived as threats or opportunities. In addition, we delve into the strategies for dealing with changing demands and their consequences. (iii) In-depth interviews provide insights into the subjective evaluation of changing demands at the level of individual job biographies.

Funding: FWF “Austrian Science Fund” ([www.fwf.ac.at/](http://www.fwf.ac.at/))

Duration: 2011-2016

P.I.: Korunka, C.

Internal Associates: Gerdenitsch, C., Kubicek, B., Paškvan, M., & Prem, R.

## **Antecedents of change readiness**

Employee's attitudes toward change are one of the main sources for failure of organizational change. For instance, if change processes are perceived as a threat by employees they may react with resistance. Empirical work so far included only a limited set of change attitudes as well as their antecedents. Thus, our aim was to comprehensively test the preconditions of change attitudes in order to identify the most important ones. We investigated antecedents of four dimensions of change attitudes (intentional/affective readiness to change; efficacy/need change beliefs).

In cooperation with the transformation manager, Peter Schäfer, MSc, a research-practice project (including extensive literature reviews, an interview study, focus groups and a quantitative online study) was conducted. The online study with 529 Austrian and German employees, supervisors, and entrepreneurs showed the specific importance of factors for the four dimensions, for instance, autonomy (job design level), curiosity (personal resource), leader role model (work relationship), strength of the organizational identity (organizational level), and information about change (change context). These antecedents were translated into a preliminary tool for practical application.

Funding: FFG, Innoscheck 10.000

Duration: 2015-2016

P.I.: Scheel, T.

Internal Associates: Korunka, C.

## **The effects of a changing world of work on mental health**

The goal of this project in cooperation with Pro Mente Forschung (Monika Finsterwald, Markus Schwab, & Georg Spiel) was to compose a factsheet that (i) summarizes academic knowledge on how working conditions affect employees' mental health, (ii) discusses how current changes within the world might affect employees' mental health, and (iii) gives advice how policy makers, managers, and individuals can foster positive developments as well as the inclusion of people with mental health problems within the realm of work.

Funding: Pro Mente Forschung

Duration: 2016-2017

P.I.: Korunka, C., Prem, R.

### **Flexible working conditions – A way to increase work-family-balance? A comparative study of self-employed and employed persons.**

Increasing double income households and at the same time higher spatial and temporal flexibility challenge employed as well as self-employed persons to balance their work and family issues. Given extensive changes in today's working world, this project analyses how self-employed persons compared to employed persons perceive work-family balance. Moreover, it was assessed which working conditions as well as personal characteristics foster a good balance and how work-family balance is related to business success and well-being. Using a longitudinal study design, it was shown that self-employed persons perceive less work-family conflict even if they work longer hours and tend to integrate work and private life more strongly than employed persons. Spousal career support is an important resource in order to maintain work-family balance. Changes in work-family balance over time have no effect on well-being. However, if persons perceive a higher work-family balance at the first measurement point they are more satisfied with their work and experience higher business success four months later.

Funding: WKO

Duration: 2015-2016

P.I.: Kubicek, B. & Paškvan, M.

### **Transfer of humor training into work context**

Humor is one important resource of employees for coping with multiple work stressors. The project aims at answering two questions: (i) is humor learnable, and (ii) what determinants are at play for successful transfer of effects of humor training to the workplace.

The two-day employee trainings take place at schools, hospitals and small and medium-sized companies. Specific techniques (paradox intervention, contextual collisions/irony, exaggeration) as well as a general understanding of the functions of humor are trained. Among the variables crucial for effective transfer voluntary vs. Involuntary

attendance, fear of exposition and initial level of humor will be considered. With a pre-post-followup-design, changes in e.g. self-esteem, self-efficacy, humor production and quick-wittedness will be assessed. Situational features of the workplace also impact the success of humor training and the subsequent possibility of humor utilization.

Funding: Deutsches Institut für Humor (German Institute for Humor), Leipzig/Germany

Duration: 2012-2015

P.I: Scheel, T.

# **Organizational Psychology**

## **Conflicts and decisions in family business**

In the last years, there is a strong international focus in entrepreneurship and business success research on family businesses. These businesses were found to be very successful and resistant against economic crises. In the other hand conflicts are prominent characteristics of family businesses. Due to the specific constellation within a family relationship conflicts are more likely to escalate between family members than between individuals without blood ties. Hence, a specific dynamic of conflict could emerge and potentially destroy economic and meta-economic values and endanger both family and business.

This research project is embedded in the research program of the newly founded Research Institute for Family Business at the WU Vienna University of Business and Economics. Empirical studies using a large data base of Austrian family businesses and single case studies are carried out.

Funding: Research Institute of Family Business, Austrian Ministry of Economy

Duration: 2009-2015

P.I.: Frank, H., Korunka, C., & Lueger, M.

Internal Associate: Nosé, L.

Cooperation Partners: WU Vienna University of Economy and Business

## **Austrian family businesses – Good-practice case studies**

Family businesses contribute a lot to the Austrian economic performance. The connection of family and business can be very challenging though, which makes it even more important to look at their peculiarities. However, family businesses differ also from each other; the familial and entrepreneurial constellations can be very specific as well as branch-specific requirements, which family businesses are faced with. Thus, we want to know more about action strategies used by family businesses in specific situations (e.g. succession, work-family conflict, familiness, etc.).

This research project focuses on the connection of science and practice. These case studies should give some ideas of organizing and developing

optimal family business structures. Therefore we asked Family Businesses for their expertise, which enables other Family Business members to learn from the represented experiences, as well.

Funding: Austrian Chamber of Commerce

Duration: 2013-2017

P.I.: Lueger, M. & Frank., H.

Internal Associates: Korunka, C. & Nosé, L.

Cooperation Partners: WU Vienna University of Economy and Business

# RESEARCH FACILITIES AND LABORATORY

## **Social science research lab**

The social science research lab is open to all researchers of the Faculty of Psychology at the University of Vienna. The lab can be used for different purposes and offers great flexibility with regard to research settings and technical equipment. It offers the possibility to test 20 participants simultaneously on 20 computers in separate cubicles, but the lab may also be subdivided into three smaller rooms. Hence, it is suitable for diverse approaches such as computer-aided experiments (e.g., public goods games), observational studies, or focus groups. A one-way mirror allows observing participants from an observation room.

Please contact lab manager Jerome Olsen ([Jerome.Olsen@univie.ac.at](mailto:Jerome.Olsen@univie.ac.at)) for further information.

## **Consumer perception and behavior lab**

The consumer perception and behaviour lab is part of the Applied Social Psychology and Consumer Research Unit. In this lab, mainly research on attention and perceptual processes in consumer contexts is carried out. The lab can be used for individual testing using eye tracking devices.

Eye tracking is a method of measuring a test person's eye movements. The Research Unit is a reference customer for eye-tracking solutions by SensoMotoric Instruments (SMI). The Lab is equipped with a stationary eye tracker, at which the stimulus material is presented on a screen, and a mobile eye tracker, which can be used in real settings (e.g. supermarkets).

Please contact lab manager Martin Egger ([martin.egger@univie.ac.at](mailto:martin.egger@univie.ac.at)) for further information.

## **Recruiting System WISOP**

The work group in economic and social psychology established a web based online recruitment system for experiments (<http://www.univie.ac.at/wisop>) in summer 2011. Students and other interested individuals may register and will then receive invitations to participate in experiments. Once registered, participants have the opportunity to gain insights into economic and social psychological research at the University of Vienna and to receive attractive rewards for their participation. The experiments are mostly computer-based and participants do not need any previous knowledge. All data collection is anonymous and the results will only be used for scientific purposes (e.g., master theses and PhD projects).

Registered participants will receive invitations to experiments via email containing specific information about the recent experiment (e.g., duration, reward) and may then decide whether they want to participate. If they would like to take part in an experiment, they may follow a link and sign up for an appointment. Registration is, of course, voluntary.

Please contact: [wisop@univie.ac.at](mailto:wisop@univie.ac.at) for further information.



## **NATIONAL AND INTERNATIONAL COOPERATIONS**

In order to keep up with international standards in research and teaching, communication with colleagues from Austria and abroad is crucial. We constantly strive to strengthen and extend our national and international networks. Our global perspective facilitates research in international and interdisciplinary teams, but it also allows our students to get in touch with leading experts in the field.

Our team participates in several organizations and research programs such as: EAWOP, ENOP, IAREP, IAAP Division 9, the “European Ph.D. on Social Representations and Communication”, and the Doctoral Program in International Business Taxation (DIBT) at Vienna University of Economics and Business (funded by the Austrian Science Fund W1235-G16). Moreover, we collaborate with the Taxpayer Advocate Service of the Internal Revenue Service (USA) and the Austrian Tax-Services group. James Alm, one of the leading researchers in the field of taxation, will join our faculty for his sabbatical in spring 2017.

### **US Taxpayer Advocate Service**

Erico Kirchler, Matthias Kasper, and Sebastian Beer have teamed up with Brian Erard to advise Nina Olson, the United States National Taxpayer Advocate, on taxpayer behavior. The focus of our work is on how taxpayers’ attitudes towards the IRS shape compliance behavior and how outreach and education may facilitate compliance. We presented our research at the IRS Research Conference in Washington D.C. and the Annual Conference of the National Tax Association in Baltimore and will speak at the International Conference on Taxpayer Rights in Vienna this spring. Our research has been published in the National Taxpayer Advocate’s Annual Report to Congress and will also result in scientific publications.

Homepage: <https://taxpayeradvocate.irs.gov/>

### **Austrian Tax and Customs Administration**

Erico Kirchler, Eva Hofmann, Janina Enachescu, and Maximilian Zieser are cooperating with the Austrian Tax and Customs Administration. The

Austrian Tax and Customs Administration introduced Horizontal Monitoring to large Austrian enterprises. With different measures, they aim to establish a climate of trust between the tax authorities and multinational corporations that facilitates tax payments for enterprises and assures correct and timely tax payments for authorities. The introduction process is scientifically accompanied and evaluated.

### **Center for Quality and Productivity Improvement, University of Wisconsin-Madison**

Christian Korunka has a strong research cooperation with Pascale Carayon and Peter Hoonakker at the University of Wisconsin-Madison. Numerous projects in the research field of organizational change processes and quality of working life were carried out over the last 15 years.

### **Doctoral College International Business Taxation (DIBT)**

The Doctoral Program (DK) was accepted by the Austrian Research Fund in 2010 (FWF; DK W1235-G16; 2.3 Million Euros) and successfully evaluated in 2014. Under the coordination of Michael Lang (WU Vienna University of Economics and Business), Eva Eberhartinger, Urska Kosi, Pasquale Pistone, Alexander Rust, Rupert Sausgruber, Josef Schuch, Martin Zagler, (all Vienna Economics University), Caren Sureth-Sloane (Paderborn), Andreas Wagener (Hannover), Alfons Weichenrieder (Frankfurt), and Erico Kirchler will teach courses on tax issues and supervise post-graduate students focussing on international tax issues. Homepage: <http://www.wu.ac.at/dibt>

### **EAWOP**

The European Association of Work and Organization Psychology (EAWOP) promotes and supports the development and application of Work and Organizational Psychology in Europe and facilitates links between scientists and practitioners working in this field across Europe. Founded in 1991, it is the largest scientific society in Work and Organizational Psychology in Europe.

Homepage: <http://www.eawop.org/>

## **ENOP**

The “European Network of Organizational and Work Psychologists” includes psychologists from all European nations and is situated at Maison des Sciences de l’Homme, Paris. The network pursues a variety of goals: ENOP initiates research programs in work and organizational psychology, arranges conferences and meetings, and supports expert publications. In addition, educational programs are developed, e.g., summer universities, further education, and proposals regarding a European curriculum in work and organizational psychology. The European “reference” curriculum model for work and organizational psychology represents an important benchmark for curriculum development. Erico Kirchler was member of ENOP and representative for Austria. Recently Christian Korunka became a member.

Homepage: <http://www.enop.ee/>

## **ERC starting grant – Project “Public goods through private eyes. Exploring citizens’ attitudes towards public goods and the state in Central Eastern Europe.”**

In Autumn 2010, Stephan Muehlbacher and Erico Kirchler were invited to cooperate in the project on Public Goods, coordinated by Natalia Letki with Inta Mierina, Paula Plukarska (Department of Sociology, University of Warsaw), Tina Murphy (Brisbane, Australia), Pam Paxton (University of Texas at Austin, Texas, USA), Michael Wenzel (Flinders University, Adelaide, University, Australia), Klarita Gerxhani (University of Amsterdam, NL), and René Bekkers (R.H.F.P., NL). In the meanwhile, Matthias Kasper has joined the group.

Homepage: [www.is.uw.edu.pl/pgpe/](http://www.is.uw.edu.pl/pgpe/)

## **IAREP**

The International Association for Research in Economic Psychology consists predominantly of psychologists and economists who aim to answer economic questions from a psychological perspective. For a long time, IAREP associates have been our most important research partners. The Journal of Economic Psychology (JoEP), IAREP’s outlet, and the annual IAREP conference are important venues for publication. In July 2000, our team arranged the 25th Annual Conference of IAREP in

Vienna (Baden); in 2003 a workshop was organized in Vienna with a follow up session on the Euro as a new currency at the Annual Colloquium in Prague, 2005. Erik Hölzl was secretary of IAREP from 2004 to 2008; Erico Kirchler was president from 2001 to 2003 and is the current national representative.

Homepage: <http://www.iarep.org/>

See also: <http://www.iarep.org/ICABEEP.htm>

### **IAAP Division 9, Economic Psychology**

The International Association of Applied Psychology is a scientific association for psychologists working on applied topics. Division 9, currently led by David Leiser (Be'er Scheva, Israel), focuses on research in economic psychology. Erico Kirchler was president of Division 9 from 2010-2014 and currently holds the position of a past-president. Christine Roland-Lévy (Reims, France) led the division from 2002-2006 and Tadeusz Tyska (Warsaw, Poland) was president from 2006-2010. Members of division 9 are particularly interested in economic psychology and behavioral economics. They investigate human behavior and financial decision-making, financial markets, and cooperation in the market place. Homepage: <http://www.iaapsy.org/>

### **Netherlands Tax and Customs Administration**

Erico Kirchler, Katharina Gangl, Eva Hofmann, Christoph Kogler and Stephan Muehlbacher are cooperating with the Netherlands Tax and Customs Administration (NTCA). Based on the Dutch Tax Survey 2010 the unit of economic psychology and the NTCA researchers Manon de Groot and Sjoerd Goslinga are conducting four research projects: Service and tax compliance, the constructs of the extended Slippery Slope Framework, demographics of taxpayers as determinates of intended tax compliance, and experience of audits and fines and tax compliance.

### **Network Work, Organizational and Economic Psychology**

The “Plattform Arbeits-, Organisations- und Wirtschaftspsychologie” (“Network Work, Organizational and Economic Psychology”) is a network of psychology departments of the Austrian Universities in Vienna, Innsbruck and Graz, working in the field of work, organizational, and

economic psychology. The network was founded in 2001. Members of the network are Bernhard Batinic (University of Linz), Jürgen Glaser (University of Innsbruck), Wolfgang Kallus (University of Graz), Christian Korunka (University of Vienna), Wolfgang Weber (University of Innsbruck), Eva Traut-Mattausch (University of Salzburg), and Peter Hoffmann (Austrian Chamber of Work). The network's goals include the promotion of work, organizational, and economic psychology in Austria, the exchange of students, the development of post-graduate educational programs, and the organization of scientific meetings and conferences.

### **Research Institute for Family Business**

Christian Korunka is an external research cooperation partner at the Research Institute for Family Business, located at the WU Vienna University of Economics and Business. Funded mainly by external research funds, the research institute carries out interdisciplinary research in the field of family business. Currently an interdisciplinary study is carried out focusing on conflicts and decisions in family business.

# PUBLICATIONS & PRESENTATIONS

## Journal Articles

### 2016

- Casal, S., Kogler, C., Mittone, L., & Kirchler, E. (2016). Tax compliance depends on voice of taxpayers. *Journal of Economic Psychology*, *56*, 141-150.
- Frank, H., Korunka, C., Lueger, M., & Weismeier-Sammer, D. (2016). Intrapreneurship education in the dual education system. *International Journal of Entrepreneurial Venturing*, *8*(4), 334-354.
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- Penz, E., & Kirchler, E. (2016). Households in international marketing research. *International Marketing Review*, 33(3), 432-453.
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- Prem, R., Paškvan, M., Kubicek, B., & Korunka, C. (2016). Exploring the Ambivalence of Time Pressure in Daily Working Life. *International Journal of Stress Management*. DOI: 10.1037/str0000044
- Scheel, T., Gerdenitsch, C., & Korunka, C. (2016). Humor at work: Validation of the short and work-related Humor Styles Questionnaire (swHSQ). *Humor: International Journal of Humor Research*.
- Schwarzenberger, H., Mühlbacher, S., Bazart, C., Unger, L., & Kirchler, E. (2016). Une typologie des contribuables travailleurs indépendants basée sur les attitudes motivationnelles. *Social Science Information: information sur les sciences sociales*, 55(1), 60. DOI: 10.1177/0539018415612145
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- Kubicek, B., & Korunka, C. (2015). Does job complexity mitigate the negative effect of emotion-rule dissonance on employee burnout? *Work and Stress*, (29), 379-400.
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## **Edited Books/Journals**

### **2016**

Gahleitner, S. B., Korunka, C., & Tukzai, M. (Hrsg.) (2016). Person – Internationale Zeitschrift für Personzentrierte und Experienzielle Psychotherapie und Beratung. Wien: Facultas Universitätsverlag.

### **2015**

Kubicek, B., & Korunka, C. (2015). Special issue on “New approaches to job demands”. Journal of Personnel Psychology. Hogrefe Verlag GmbH und Co. KG.

## **Articles in Edited Books**

### **2016**

Florack, A., Genschow, O., & Palcu, J. (2016). Implizite Markenführung. In A. Schimansky (Hrsg.), Der neue Wert der Marke: Markenbewertungsverfahren für ein erfolgreiches Markenmanagement. (2. Aufl.). (Vahlens Handbücher der Wirtschafts- und Sozialwissenschaften ). München: Verlag Franz Vahlen GmbH.

Gangl, K., Hofmann, E., Hartl, B., & Kirchler, E. (2016). Power of Authorities and Trust in Authorities Determine the Interaction Climate and Tax Compliance. In D. Salter, & L. Oats (Hrsg.), Contemporary Issues in Taxation Research Volume 2. (Band 2). Birmingham: Fiscal Publications.

Stark, J., & Kirchler, E. (2016). Représentations sociales et économie. In G. Lo Monaco, S. Delouvé, & P. Rateau (Hrsg.), Les représentations sociales. Théories, méthodes et applications. (S. 323-336). Belgique: De Boeck Publications.

## 2015

- Kubicek, B. (2015). Arbeiten in Zeiten der Beschleunigung: Arbeitsintensivierung und ihre Folgen. In Eile mit Weile. Aspekte der Be- und Entschleunigung in Wissenschaft und Kunst. (S. 117-135). Wien: LIT Verlag.
- Mühlbacher, S. (2015). The sunk cost fallacy. In M. Altman (Hrsg.), Real-World Decision Making: An Encyclopedia of Behavioral Economics. (S. 425). Greenwood Press.
- Palcu, J., & Florack, A. (2015). Eye Tracking und reaktionszeitbasierte Verfahren zur Messung impliziter Kommunikationswirkungen. In F.-R. Esch, T. Langner, & M. Bruhn (Hrsg.), Handbuch Controlling der Kommunikation: Prognose des Kommunikationserfolgs. (S. 1 - 19). Wiesbaden: Springer. DOI: 10.1007/978-3-658-05260-7\_11-1
- Penz, E., & Kirchler, E. (2015). Impact of Spouses' Past Influence Patterns on Economic Decision Making: A Couple's Diary Technique Applied in Vietnamese Households. In B. Schmitt, & L. Lee (Hrsg.), The Psychology of Asian Consumer. (S. 97). New York: Routledge.
- Wänke, M., & Florack, A. (2015). Markenmanagement. In K. Moser (Hrsg.), Wirtschaftspsychologie. (S. 101 - 118). Berlin, Heidelberg: Springer.
- Werth, A., & Korunka, C. (2015). Kritische Erfolgsfaktoren für die Arbeitsplatzevaluierung psychischer Belastung. In K. Mallich-Pötz, & K. Gutierrez-Lobos (Hrsg.), Erfolgsfaktor Gesundheit. (S. 24-42). Wien: UNI-MED Verlag AG.

## **Presentations at Scientific Meetings and Conferences**

### **2016**

- Beer, S., Kasper, M., Kirchler, E., & Erard, B. (2016). Do audits deter future non-compliance? Evidence on self-employed taxpayers. Presented at National Tax Association - 109th Annual Conference on Taxation, Baltimore, USA.
- Beer, S., Kasper, M., Kirchler, E., & Erard, B. (2016). Do audits deter future non-compliance? Evidence on self-employed taxpayers. Presented at 6th Annual IRS-TPC Joint Research Conference on Tax Administration, Washington DC, USA.
- Bunner, J., & Korunka, C. (2016). The influence of safety expert's cooperation on accident severity. 12th EAOHP Conference, Athens, Greece.
- Enachescu, J., Kirchler, E., & Kogler, C. (2016). The role of emotions in tax compliance behavior: A qualitative approach. Presented at IAREP/SABE Joint conference, Wageningen, Netherlands.
- Florack, A., & Egger, M. (2016). The effects of selective attention on choice: An eye-tracking study. Presented at Association of Consumer Research Conference, Berlin, Germany.
- Haásová, S. (2016). How experiences make us well: Frequency, intensity and the self. Presented at the SoDoc 2016, Hamburg, Germany.
- Haásová, S. (2016). How experiences make us well: The role of the self. Presented at the ICSIH-3: International Conference on Social Identity and Health, Brisbane, Australia.
- Hartl, B., Hofmann, E., Olsen, J., & Kirchler, E. (2016). Sanctions in different social dilemma situations: Impact and intervening factors. Presented at IAREP, Wageningen, Netherlands.
- Kasper, M. (2016). Puzzling tax law – Behavioral responses to complexity. Presented at the TARC 4th Annual Workshop, Exeter, UK.
- Kirchler, E. (2016). Determinants of cooperation between citizens and the state. Presented at the VII Convención Internacional de Psicología – Hominis, Havana, Cuba.
- Kogler, C., Olsen, J., & Kirchler, E. (2016). How explicit presentation of expected values influences tax compliance decisions. Presented at ASPO, Leiden, Netherlands.

- Kogler, C., Olsen, J., & Kirchler, E. (2016). The effect of presenting expected values on tax compliance decisions and information processing. Presented at IAREP, Wageningen, Netherlands.
- Korunka, C. (2016). "New Work" und deren Einfluss auf die Gesundheit. Wie weit entspricht die moderne Arbeitswelt unseren Bedürfnissen. Presented at the Business Circle, Vienna, Austria.
- Korunka, C. (2016). Arbeit im Wandel. Neue Anforderungen in der Arbeitswelt. Presented at the Wissenschaftskommission des BMLVS (Bundesministerium für Landesverteidigung und Sport), Vienna, Austria.
- Korunka, C. (2016). Die Rolle der Sicherheitsfachkraft. Presented at the AUVA Forum Prävention, Innsbruck, Austria.
- Korunka, C. (2016). Die Zukunft der Arbeit – Chancen und Herausforderungen für Erwerbstätige. Presented at the Podiumsdiskussion MA23, Vienna, Austria.
- Korunka, C. (2016). Work intensification in service work. Results from a longitudinal study. Presented at the 12th EAOHP Conference, Athens, Greece.
- Nalis-Neuner, I. (2016). The crafting of personal careers in times of change: The protean career as a career resource for career change(rs) in the light of self-determination and alienation. Presented at 32nd EGOS Colloquium, Naples, Italien.
- Olsen, J., Kogler, C., Stark, J., & Kirchler, E. (2016). Value added tax vs. Income tax: A comparison of social representations, emotions, and knowledge. Presented at 50th conference of the DGPs, Leipzig, Germany.
- Olsen, J., Saredi, V., Kogler, C., Mittone, L., & Kirchler, E. (2016). Direct vs. Indirect taxation: The influence of VAT on income tax compliance. Presented at IAREP, Wageningen, Netherlands.
- Prem, R., Ohly, S., Kubicek, B., & Korunka, C. (2016). Effects of challenge stressors on thriving at work. In The 31st Annual Conference of the Society for Industrial and Organizational Psychology, Anaheim, USA.
- Prem, R., Scheel, T. E., & Korunka, C. (2016). Breaking the vicious circles of procrastination at work. Postersession präsentiert bei 5th EAWOP Summer School, Birmingham, UK.
- Prem, R., Scheel, T., Eckert, H., Gerdenitsch, C., & Korunka, C. (2016). Die Rolle beruflicher Selbstwirksamkeitserwartung in der Beziehung

- zwischen Arbeitsanforderungen und beruflicher Prokrastination. In Programm: 50. Kongress der Deutschen Gesellschaft für Psychologie, Leipzig, Germany.
- Stiglbauer, B., Gerdenitsch, C., Prem, R., & Batinic, B. (2016). Arbeiten, wo man möchte: Unter welchen Bedingungen erhöht örtliche Flexibilität das Arbeitsengagement? In program: 50. Kongress der Deutschen Gesellschaft für Psychologie, Leipzig, Germany.
- Wahl, I., & Kirchler, E. (2016). Assessing financial risk tolerance: How to construct a theoretically based and practical relevant instrument. Presented at 31st Workshop of the Austrian Working Group on Banking and Finance, Klagenfurt, Austria.

## **2015**

- Büttner, O., Kempinski, M., Serfas, B., Florack, A., & Vohs, K. (2015). The effects of shopping lists on visual distraction. Postersession at the North American Conference of the Association of Consumer Research, New Orleans, USA.
- Dezső, L., Steinhart, J., & Kirchler, E. (2015). Unfair treatment corrupts compliance. In Book of abstracts: Subjective Probability, Utility, and Decision Making (SPUDM) Conference, 20 August 2015, Budapest, Hungary.
- Diamantopoulos, A., Florack, A., & Serfas, B. (2015). The Stereotype Content Model (SCM) in Country-of-Origin (COO) research: Measurement issues. Presented at American Marketing Association Winter Educators' Conference, San Antonio, USA.
- Gangl, K., Hofmann, E., Hartl, B., & Kirchler, E. (2015). The double edged character of coercive power in social dilemmas. Evidence from a representative sample of self-employed taxpayers. Presented at 16th International Conference on Social Dilemmas, Hongkong, China.
- Gerdenitsch, C. (2015). More than working alone together? Social support in coworking spaces. Presented at the European Congress of Work and Organizational Psychology (EAWOP), Oslo Norway.
- Gerdenitsch, C., Scheel, T., Andorfer, J., & Korunka, C. (2015). Social support in coworking spaces. Presented at European Congress of Work and Organizational Psychology (EAWOP), Oslo, Norwegen.

- Haásová, S. (2015). How gaze-cuing affects liking: the role of fluency. Presented at the SoDoc 2015, Potsdam, Germany.
- Halkias, G., Florack, A., Diamantopoulos, A., & Palcu, J. (2015). Explicit and implicit country-of-origin stereotypes: Using the stereotype content model to predict consumer responses. Presented at Proceedings Annual Conference of the European Marketing Academy, Leuven, Belgium.
- Hartl, B., Hofmann, E., Kirchler, E., & Penz, E. (2015). Do we need rules for “what’s mine is yours”? Attitudes towards the introduction of a governance system rationalizing depletion of resources in a collaborative consumption setting. Presented at 123rd Annual Convention of the American Psychological Association, Toronto, Canada.
- Hartl, B., Hofmann, E., Kirchler, E., & Penz, E. (2015). Regulations within a collaborative consumption community? Attitudes towards the introduction of a governance system. Presented at IAREP-SABE joint conference 2009, Sibiu, Romania.
- Hergovich, A. (2015). Existieren Paranormale Phänomene? Erlaubt die empirische Befundlage endlich ein Urteil über die Existenz paranormaler Phänomene. Presented at the Österreichische Gesellschaft für Parapsychologie, Vienna, Austria.
- Hofmann, E., Gangl, K., Hartl, B., Berkics, M., & Kirchler, E. (2015). Powerful authorities and trusting citizens: Interaction climate and tax compliance in Austria, Finland and Hungary. Presented at The Informal Economy – Global and Local, Sheffield, UK.
- Hofmann, E., Hartl, B., & Penz, E. (2015). The power and trust in collaborative consumption models of car sharing. Presented at IAREP-SABE joint conference 2009, Sibiu, Romania.
- Hofmann, E., Hartl, B., Kirchler, E., & Muehlbacher, S. (2015). Gender stereotypes of leaders: A content analysis of obituaries. Presented at 17th Congress of the European Association of Work and Organizational Psychology, Oslo, Norway.
- Hofmann, E., Hartl, B., Olsen, J., & Kirchler, E. (2015). Sanctions in different social dilemmas: Impact and intervening factors. Presented at 16th International Conference on Social Dilemmas, Hongkong, China.



- Kasper, M., Amberger, H., & Eberhartinger, E. (2015). The role of tax rate based decision heuristics in tax planning through intra-group financing. Presented at Joint IAREP/SABE Conference, Sibiu, Romania.
- Kasper, M., Beer, S., & Loepnick, J. (2015). Puzzling tax law – Behavioral responses to complexity. Presented at Joint IAREP/SABE Conference, Sibiu, Romania.
- Kogler, C., Casal, S., Mittone, L., & Kirchler, E. (2015). The effect of voice on tax contribution and distribution on tax honesty. Presented at TRN 2015 Conference, Hull, UK.
- Kogler, C., Mittone, L., & Kirchler, E. (2015). Delayed feedback on audits affects compliance and fairness perceptions. Presented at IAREP-SABE joint conference 2009, Sibiu, Romania.
- Kogler, C., Olsen, J., Kühberger, A., & Kirchler, E. (2015). Revisiting the Allingham & Sandmo-Model of tax evasion as a decision under risk: An eye-tracking approach. Presented at 34th Meeting of the European Group of Process Tracing Studies EGPROC, Berlin, Germany.
- Korunka, C. (2015). Arbeit im Wandel: Chancen und Herausforderungen in der modernen Arbeitswelt. Presented at the University meets Industry, Vienna, Austria.
- Korunka, C. (2015). Development and validation of an instrument for assessing job demands arising from accelerated change: The intensification of job demands scale. Presented at the European Congress of Work and Organizational Psychology (EAWOP), Oslo Norway.
- Korunka, C. (2015). New ways of working and quality of working life: The introduction of a new office concept. Presented at the Work, Stress & Health 2015, Atlanta, USA.
- Korunka, C., Paškvan, M., Kubicek, B., Prem, R., & Gerdenitsch, C. (2015). The measurement of work intensification: First results from a longitudinal study. Postersession at the 17th Congress of the European Association of Work and Organizational Psychology, Oslo, Norway.
- Kubicek, B., Binner, K., & Weber, L. (2015). Gender change in entrepreneurial universities? A question of disciplines and

- employment relations. Presented at 10th European Academy of Management Conference, Rom, Italy.
- Kubicek, B., Korunka, C., & Tement, S. (2015). Too much job control? Two studies on curvilinear relations between job control and eldercare workers' well-being. Presented at 17th Congress of the European Association of Work and Organizational Psychology, Oslo, Norway.
- Kubicek, B., Paškvan, M., & Korunka, C. (2015). Development and validation of the intensification and job demands scale. Postersession at the 30th Annual Conference of the Society for Industrial and Organizational Psychology, Philadelphia, USA.
- Kubicek, B., Paškvan, M., Keller, A., & Korunka, C. (2015). Curvilinear effects of autonomy: Conscientiousness as a boundary condition. Presented at 17th Congress of the European Association of Work and Organizational Psychology, Oslo, Norway.
- Mihelic, K. K., Kubicek, B., & Tement, S. (2015). Boundary management dynamics within couples: A cross-national analysis of spillover and crossover effects. Presented at EAWOP SGM "Work without boundaries", Wien, Austria.
- Olsen, J., Kogler, C., Kirchler, E., Batrancea, L., & Nichita, A. (2015). Trust in authorities and power of authorities correspond with shadow economy and corruption: A 44 nation study. Presented at TRN 2015 Conference, Hull, UK.
- Olsen, J., Kogler, C., Kirchler, E., Batrancea, L., & Nichita, A. (2015). Trust in authorities and power of authorities correspond with shadow economy and corruption: A 44 nation study. Presented at IAREP-SABE joint conference 2009, Sibiu, Romania.
- Palcu, J., Kleber, J., & Florack, A. (2015). How store employees influence consumer choice under retail crowding – A social overload perspective. Presented at North American Conference of the Association of Consumer Research, New Orleans.
- Pantya, J., Kovacs, J., Kogler, C., Illyés, K., & Kirchler, E. (2015). Lay perceptions of and behavioral reactions to flat and progressive tax systems. Presented at IAREP-SABE joint conference 2009, Sibiu, Romania.
- Paškvan, M., Kubicek, B., & Korunka, C. (2015). Curvilinear effects of autonomy: Time pressure as boundary condition. Presented at 17th

- Congress of the European Association of Work and Organizational Psychology, Oslo, Norway.
- Paškvan, M., Kubicek, B., Prem, R., & Korunka, C. (2015). The mediating role of appraisal in the case of work intensification. Postersession präsentiert bei 30th Annual Conference of the Society for Industrial and Organizational Psychology, Philadelphia, USA.
- Paškvan, M., Prem, R., Kubicek, B., & Korunka, C. (2015). Die kognitive Bewertung von Arbeitsintensivierung: Handlungsspielraum und soziale Unterstützung als puffernde Ressourcen? In Menschen, Medien, Möglichkeiten: 9. Fachgruppentagung AOW in Mainz, Germany.
- Prem, R., Kubicek, B., & Korunka, C. (2015). Self-control demands link job demands to ego-depletion: An experience sampling study. Presented at 17th Congress of the European Association of Work and Organizational Psychology, Oslo, Norwegen.
- Prem, R., Kubicek, B., & Korunka, C. (2015). Self-control demands explain effects of job demands on ego-depletion. Presented at 30th Annual Conference of the Society for Industrial and Organizational Psychology, Philadelphia, USA.
- Prem, R., Ohly, S., Kubicek, B., & Korunka, C. (2015). Die Rolle kognitiver Bewertungen in der Wirkung positiver Bedeutsamkeit auf Thriving im Arbeitsalltag. In Menschen, Medien, Möglichkeiten: 9. Fachgruppentagung AOW in Mainz, Germany.
- Prem, R., Scheel, T., Eckert, H., Gerdenitsch, C., & Korunka, C. (2015). The moderating role of occupational self-efficacy in the relationship between job characteristics and occupational procrastination. In 9th Biennial Procrastination Research Conference, Bielefeld, Germany.
- Rollett, B., Florack, A., Klinger, D., & Mühlbauer, P. (2015). Entwicklungsbedingungen des Selbstregulationsfokus (SRF) nach Higgins. 22. Tagung der Fachgruppe Entwicklungspsychologie der Deutschen Gesellschaft für Psychologie, Frankfurt, Germany.
- Serfas, B. (2015). Having Dollar signs in the eye: Reminders of money induce pupil dilation. Presented at the Association for Psychological Science Annual Convention, New York, USA.
- Stark, J., & Kirchler, E. (2015). Taxing inheritance: Normative value principles and attitudes towards a controversially debated tax and

- earmarking as a measure to increase compliance. Presented at IAREP-SABE joint conference 2009, Sibiu, Romania.
- Weigelt, O., Prem, R., Heidobler, S., & Marcus, B. (2015). Verschiedene Aspekte von Herausforderung und Bedrohung: Eine Untersuchung der Dimensionalität kognitiver Bewertungen sowie deren Zusammenhänge mit Ressourcen. In Menschen, Medien, Möglichkeiten: 9. Fachgruppentagung AOW in Mainz, Germany.
- Zehnter, M. K., & Kirchler, E. (2015). Verpflichtende Frauenquoten – genderbewusste Organisationskultur? Soziale Repräsentation über Quotenregelungen an Universitäten. Presented at Gender- und Diversity-Management in der Forschung, Stuttgart, Germany.
- Zehnter, M. K., & Kirchler, E. (2015). Women and men oppose women quotas more than men quotas. Presented at 14th European Congress on Psychology, Milan, Italy.
- Zehnter, M. K., & Kirchler, E. (2015). Women quotas from the perspective of Social Representation Theory. Presented at 4th European Conference on Politics and Gender (ECPG), Uppsala, Sweden.

## Entries in Reference Works

### 2015

- Kirchler, E., & Gangl, K. (2015). Trust. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 442-444). Santa Barbara, CA: Greenwood Press.
- Kirchler, E., & Hartl, B. (2015). Tax avoidance, tax evasion, and the shadow economy. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 431-432). Santa Barbara, CA: Greenwood Press.
- Kirchler, E., & Hofmann, E. (2015). Household decisions. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 203-205). Santa Barbara, CA: Greenwood Press.
- Kirchler, E., & Kogler, C. (2015). Diversification bias. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 99-101). Santa Barbara, CA: Greenwood Press.
- Kirchler, E., & Kogler, C. (2015). Endowment effect. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 118-119). Santa Barbara, CA: Greenwood Press.
- Kirchler, E., & Kogler, C. (2015). Framing. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 164-166). Santa Barbara, CA: Greenwood Press.
- Kirchler, E., & Stark, J. (2015). Price-quality illusion. In M. Altman (Hrsg.), *Real-world decision making: An encyclopedia of behavioral economics*. (S. 336-338). Santa Barbara, CA: Greenwood Press.

## Keynotes and Invited Lectures

### 2016

- Kirchler, E. (2016). Compliance. Psychology of taxpayers. Invited lecture at the Forschungsseminar Ökonomie, Johannes Kepler University Linz, Austria.
- Kirchler, E. (2016). Do audits deter future noncompliance? Evidence on self-employed taxpayers. Invited lecture at the 6th Annual IRS-TPC Joint Research Conference on Tax Administration, Urban Institute, Washington DC, USA.
- Kirchler, E. (2016). Nudging. Invited lecture at the Europäisches Forum Alpbach: Alpbach Technology Symposium (Energiewende: Empowering Consumers), Alpbach, Austria.
- Kirchler, E. (2016). Power of authorities and trust of taxpayers: Development of the Slippery Slope Framework. Invited lecture at the UoC Forum: Motivation, Self-Control, and Economic Behavior, Economic and Social Sciences Faculty of the University of Cologne, Germany.
- Korunka, C. (2016). New demands in a changing world of work: The increase of work intensification. Invited lecture at the University of Havana, Kuba.

### 2015

- Kirchler, E. (2015). Steuerverhalten: Hinterziehung, Vermeidung und Ehrlichkeit. Invited lecture at Rotary Club Vienna, Austria.
- Kirchler, E. (2015). The spirit of the law: cooperation versus aggressive tax avoidance. Key note at the International Finance and Banking Conference FI BA 2015, Bucharest, Romania.
- Kirchler, E. (2015). Glück und Zufriedenheit. Invited lecture at an der Fachtagung der Spielsucht-Beratung, Klagenfurt, Austria.
- Kirchler, E. (2015). Tax morale and a Slippery Slope Framework between morale and enforcement. Invited note at the European Commission workshop on “How to increase tax compliance – New tools and insights from behavioural economics”, Kiev, Ukraine.
- Kirchler, E. (2015). The spirit of the law: cooperation versus aggressive tax avoidance. Public lecture and Key note at the Workshop “Taxation,

- inequality and trust". University of Antwerp (UCSIA and Antwerp Tax Academy), Belgium.
- Kirchler, E. (2015). Paying taxes in a climate of mutual cooperation. Key note at the 14th European Congress of Psychology, Milan, Italy.
- Kirchler, E. (2015). Conflict and decision making in couples – methods and results. Invited speech at the conference: Couples' Finances in the Crisis: Gender, Power and Inequalities, Centro de Estudos Sociais, Picoas Plaza, Rua do Viriato, Lisboa, Portugal.
- Kirchler, E. (2015). Economic psychology of tax behavior. The slippery slope framework. Invited speech at the International Behavioural Insights Conference, Behavioural Exchange BE2015, London, UK.
- Kirchler, E. (2015). Power of authorities and trust in authorities as determinants of tax compliance. Key note at the TRN (Tax Research Network) Conference, University of Hull, UK.
- Kirchler, E. (2015). Compliance. Invited speech at the Network-Meeting "Customs compliance" of the European Commission, Brussels, Belgium.
- Kirchler, E. (2015). Cooperation between citizens and tax authorities. Invited lecture at the James Hausman Tax Law and Policy workshop. Faculty of Law, University of Toronto, Canada.
- Kirchler, E. (2015). Slippery Slope Framework: The impact of power and trust on taxpayer compliance behavior. Key note at the Inaugural International Conference on Taxpayer Rights: The Bedrock of Tax Administration Washington, DC, USA.
- Kirchler, E. & Kogler, C. (2015). Power, trust and tax compliance. Invited lecture at the Nuremberg Research Seminar in Economics, University of Nuremberg, Germany.
- Korunka, C. (2015). Soziale Beschleunigung und beschleunigte Arbeitswelten: Zeit in der modernen Arbeitswelt. Invited lecture at the Jahrestagung der Österreichischen Forschungsgemeinschaft, Vienna, Austria.
- Korunka, C. (2015). Arbeitssicherheit im Betrieb. Invited lecture at the Fachtagung Arbeitssicherheit der AUVA, Vienna, Austria.
- Korunka, C. (2015). Arbeitsintensivierung in der modernen Dienstleistungsarbeit. Invited lecture at the Fachtagung der BAUA "Immer schneller immer mehr", Vienna, Austria.

Korunka, C. (2015). Burnout und die neue Arbeitswelt. Invited lecture at the Burnout-Kongress

Korunka, C. (2015). Work intensification as a new Job demand. Invited lecture at the University of Sheffield, UK.

## **Organization of Workshops and Symposia**

### **2015**

Florack, A. (2015). 18<sup>th</sup> European Conference on Eye Movements (ECEM), 16-21 August 2015, Vienna, Austria.

Kubicek, B. (2015) EAWOP SGM “Work without boundaries”, 16-18 September 2015, Vienna, Austria.

Prem, R. (2015). Die Rolle personaler und arbeitsbezogener Ressourcen in kognitiven Bewertungsprozessen, 26 September 2015, Mainz, Germany (co-organized with Magdalena Bathen)

## **Guest Lectures**

### **2016**

Elffers, H. (VU University Amsterdam) (2016). The rules of rule compliance

Gröpel, P. (University of Vienna) (2016). Self-regulation and sport performance

Janous, G. (FH Vienna) (2016). Über das Verhältnis von Markt und Individuum auf Finanzmärkten

Koch, A. (Social Cognition Center, University of Cologne) (2016). Data-driven approaches to the content of social perception

Krahé, B. (University of Potsdam) (2016). Die sexuelle Aggression unter Jugendlichen und jungen Erwachsenen: Verbreitungsgrad, Risikofaktoren und die Rolle sexueller Skripts

Olson, N. (IRS, Washington D.C.) (2016). Designing a tax system around taxpayer needs

Onu, D. (University of Exeter) (2016). Tax talk: Two analyses of internet discussions among business owners

Streicher, M. (Innsbruck University School of Management) (2016).

Eyebuy – Visuelles Priming von Aufmerksamkeit und Kaufverhalten



Volmer, J. (University of Bamberg) (2016). Selbstgesteuertes  
Karrieremanagement: Die Rolle von Networking und Führung

## **2015**

Diestel, S. (Int. School of Management Dortmund) (2015). Psychische  
Kosten von Selbst- und Emotionskontrolle bei der Arbeit

Frecknall-Hughes, J. (Hull University Business School, UK) (2015). Tax and  
the citizen: The philosophical underpinnings

Geamanu, A.-M. (The Bucharest University of Economic Studies) (2015).  
The Romanian SMEs' perceptions of tax havens

Hertel, B. (Westfälische Wilhelms-Universität Münster) (2015). Vertrauen  
und (virtuelle) Teamarbeit – Eine Metaanalyse

Keller, A. (University of Bern) (2015). Neue Ergebnisse zur Bedeutung und  
Wirkung von Autonomie

Kühberger, A. (University of Salzburg) (2015). Publication bias in  
psychology

Mittone, L. & Saredi, V. (University of Trento) (2015). Committing to tax  
compliance: An experimental investigation of the planning-ongoing  
gap

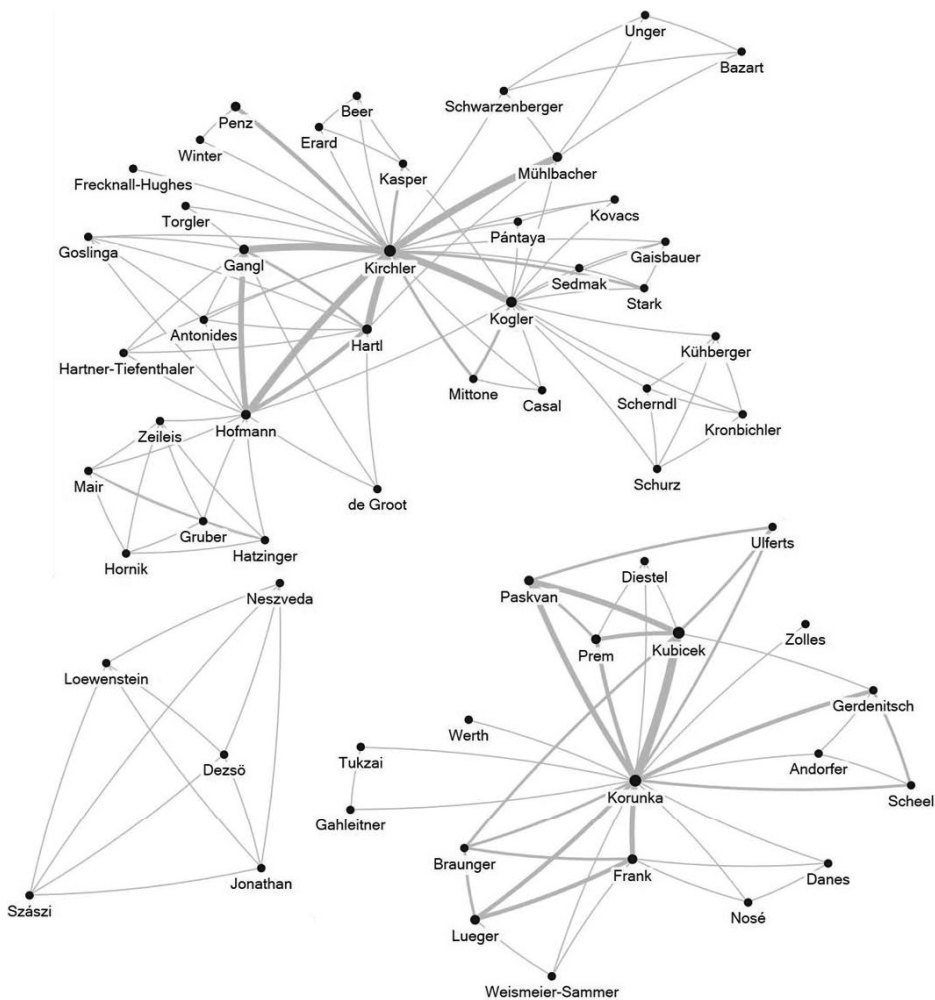
Olson, N. (IRS, Washington D.C.) (2015). Factors influencing compliance

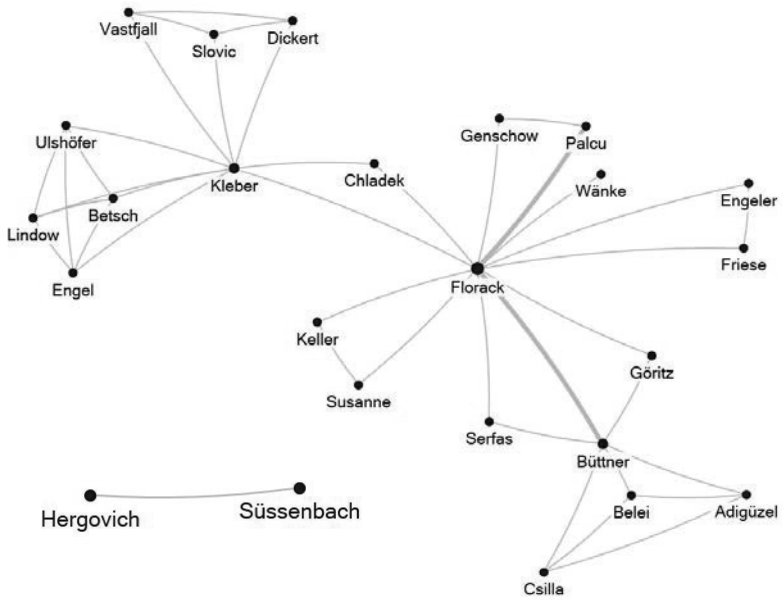
Pandelaere, M. (Virginia Tech) (2015) Swiping is the new liking

Polunin, O. (Inst. of Social and Political Psychology, Kyiv) (2015). Mental  
representation of time flow as factor in individual decision making.  
Does our mind produce more than one representation of time flow?

Summers, B. (Leeds University Business School, UK) (2015). What have  
emotions ever done for me? Emotions in finance, tax, and  
environmental decisions

# PUBLICATION NETWORK



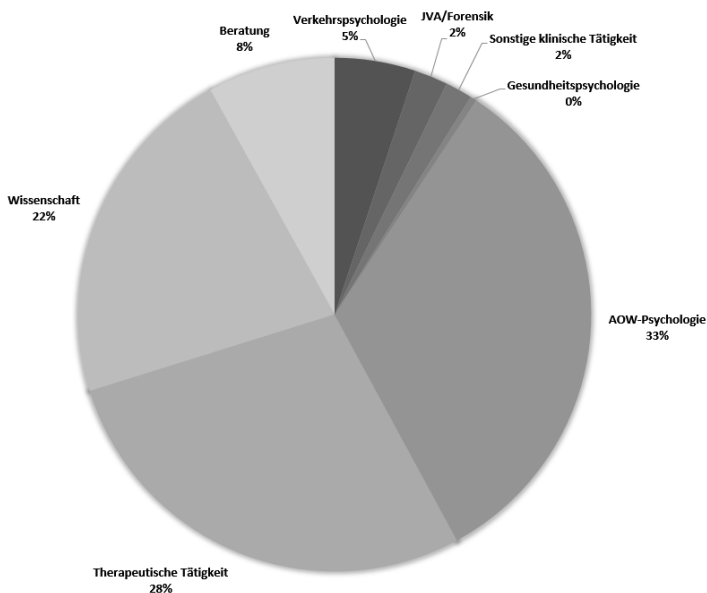


Note: Lines indicate joint publications; with different line widths representing the amount of joint publications. Positions were optimized for visual clarity.

## TEACHING

In recent years, our curriculum has been restructured based on the Bologna declaration. A Bachelor program was initiated in spring 2010, followed by a new Master curriculum in fall 2013. The Austrian Diploma curriculum, introduced in 2002, expired in spring 2016.

Currently, the University of Vienna offers five Master programs. The program in work, education, and economic psychology aims to prepare students for careers in human resources, marketing, market research, and other related fields. According to the German Psychological Society (DGPs), the majority of job openings in the field of psychology targets graduates in work, organizational, and economic psychology.



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Job openings (DGPs Stellenrecherche 2014, covering 3,298 job openings in “Aktuelle Mitteilungen der DGPs”)

## **Bachelor Curriculum**

The Bachelor curriculum has a duration of 3 years or 6 semesters, and requires students to complete 180 ECTS. The curriculum consists of eight modules (A – H).

### **Work, Organizational and Economic Psychology within the Bachelor Curriculum**

In compulsory module group A an introduction to scientific thinking, paradigm history, the parameters of psychology, the basic subjects of psychology, and to applied psychology is provided. The lecture *Introduction to Applied Psychology* gives a short introduction to work and organizational, clinical and educational psychology, and evaluation. In traditional lecture format main topics among others like human resource development, team building, and trainings are presented.

In compulsory module group F *Fields of Application* are presented. The lecture *Work, Organizational and Economic Psychology* provides an insight in the scientific methods of applied psychology. Furthermore, the development of work, organizational and economic psychology, changing models of human behavior over time, work analysis, work design, work evaluation, unemployment, decision making models, and decision anomalies are discussed.

In the bachelor curriculum the *Bachelor's Thesis II* is assigned to a certain subject area (e.g. work, organizational, and economic psychology). Students have to critically analyze scientific literature, structure a literature review, write scientific texts, and present their scientific work.

## Master Curriculum

The Master curriculum started in fall 2013. The Faculty developed a program with three specializations in main areas of psychology: (1) Applied Psychology: Work, Education, and Economy, (2) Mind and Brain, and (3) Health, Development, and Enhancement. The Master curriculum consists of three modules (A – C; see the following figure), requiring a total of 120 ECTS, with 1 ECTS equaling to an average of 25 working hours for students.

Semester 1	Semester 2	Semester 3	Semester 4
Methodology and Statistics (A1) (14 ECTS)			
Internship (A2, 10 ECTS) and General Elective Courses (A4, 10 ECTS)			
Theoretical principles (A3, 15 ECTS)	Specialization in Applied Psychology: Work, Education, and Economy (B, 38 ECTS)	Master's examination (5 ECTS)	
			Master Thesis (24 ECTS)
		Master Thesis – Courses (C, 4 ECTS)	

The compulsory module A consists of lectures on *Methodology and Statistics*, *General Elective Courses* and an *Internship* in psychology. With regard to Applied Psychology, students can elect Work and Organizational as well as Social and Economic Psychology in module A3 with 5 ECTS each.

The compulsory module B provides the opportunity for students to specialize in *Applied Psychology: Work, Education and Economy*. Compulsory module B consists of three sub modules (B1.1 through B1.3).

Module C includes the *Master's examination*, *Master Thesis*, and the *Master Thesis courses* in the respective field of specialization.

## **Specialization in Applied Psychology: Work, Education, and Economy based on the Master Curriculum.**

Within module *Theoretical Principles* (A3) students must elect three lectures of 5 ECTS each. The Applied Psychology Master offers “VU Work and Organizational Psychology”, “VU Education Psychology and Evaluation”, and “VU Social and Economic Psychology”. Aim is to present and discuss renowned as well as novel literature from the respective field to deepen student’s knowledge about topics introduced in the Bachelor curriculum.

The sub module *Specialization* (B1.1) covers selected topics from work and organizational, educational psychology, as well as social and economic psychology. They provide theoretical concepts and empirical evidence on specific issues and discuss selected cases as they apply to the fields outlined above. During this course students learn to search for and analyze scientific literature, and to present their scientific work.

The sub module *Application and Specific Topics* consists (B1.2) of three different application-courses on the topics “Work and Organizational Psychology”, “Education Psychology and Evaluation”, and “Social and Economic Psychology”. Based on a specific topic students should conduct individual research and present their topics within small groups.

The sub module *Scientific Theory and Practical Research 1 & 2* (B1.3) consists of an advanced seminar on scientific publications and empirical research. Students should read and present articles in organizational, social or economic psychology and discuss research designs, results, and practical implications. In the second part of scientific theory and practical research students should present the outline of their research project to an audience of advanced students and faculty members. After having conducted their studies, students should present their results and discuss them critically.

In the Master curriculum, the *Master Thesis* should be assigned to a certain subject area (e.g. economic, organizational or social psychology). Two accompanying courses provide supervision while writing the Master thesis.

## External Lecturers

Name	Institution	Field of business activities/ research focus
Markus Ebner	Ebner-Team.com	Training, coaching, consulting
Martin Felinger	Gesellschaft gegen Sekten-und Kultgefahren Dachverband Österreichische Autistenhilfe	Autism, sects, cults, mind control, migration, self-concept
Katharina Gangl	Georg-August Universität Göttingen	Ethical decision making and tax compliance, cooperation with authorities
Jutta Gatterernig	Gatterernig Consulting	Work and organizational psychology, coaching, psychotherapy
Michael Hamberger	compact-training	Business consulting, business psychologist, business mediation, certified business trainer and coach
Barbara Kastlunger	McDonald's Austria	Consumer & Market Research/ Marketing Strategy
Mario Lang	Austrian Anadi Bank AG	Head of Human Resources, Lecturer at various universities
Bardia Monshi	Institute of Vital psychology	Senior Consultant, Trainer, Coach



Andreas Olbrich-Baumann	Wiener Hauskrankenpflege / Soziales Netz	Social cognition, political psychology, social psychology
Petra Oswald-Ulreich	Tele2	HR generalist
Matea Paškvan	Statistik Austria	Changing working conditions, mixed-mode design, survey design, longitudinal analysis
Marcus A. Pietrzak	IBM Leadership Development (Central Europe, Middle East, Africa)	Leadership development, organizational development, assessment centers
Tabea Scheel	FernUniversität in Hagen	Human resources, humour in the work context
Floortje Schilling	Schilling Werbe GmbH	Advertising, marketing, public relations
Nicola Senoner	AUVA Klagenfurt	Organisational development, human resources, business psychology especially evaluation of psychological stress
Martin Söllner	University of Vienna; Sicher unterwegs – Verkehrspsychologische Untersuchungen GmbH	Traffic behavior and training; applied traffic pedagogy; evaluation
Angelika Sonnek	TQS – Team für Qualitätsentwicklung und Service Management	Customer satisfaction, employee satisfaction, organisational change, new public management

Jennifer Stark	University of Vienna	Tax psychology
Sara Tement	Department of Psychology, Faculty of Arts, University of Maribor	Assistant professor; head of the Center for Psychological Research and Practice (CE-PSY); work-family conflict, work-family boundary management, job demands and resources, occupational stress and burnout
Constanze Volkmann	Bremen International Graduate School of Social Sciences (BIGSSS)	Significance of gender for Muslim women in Austria and Germany (focus on qualitative methods)

## **PhD Program at the Department of Applied Psychology: Work, Education, Economy**

The Faculty of Psychology offers a three year PhD program. The cumulative dissertation at the unit of work, organizational and economic psychology prepares young researchers for an academic career. The program comprises joint research projects, the preparation and publication of research papers, presentations at conferences, and cooperation with researchers from other universities.

A particular feature of the program is its focus on scientific exchange and cooperation with PhD students and their supervisors from other units and universities. We regularly hold joint seminars with the Department of Economic and Social Psychology of the University of Cologne, the Units of Work and Organizational Psychology of the Universities of Innsbruck and Graz, and the Unit of Educational Psychology and Evaluation of the University of Vienna. The seminars offer PhD students an opportunity to present their research at different stages of the process, to receive high-quality feedback, and to discuss ideas, research concepts, and results in a multidisciplinary environment. Due to the diverse backgrounds of seminar participants, PhD students have the opportunity to obtain feedback from different perspectives.

The Vienna-Cologne joint PhD seminar mainly focuses on economic psychology and takes place once a year in Cologne or in Vienna. The PhD seminar in cooperation with the Universities of Innsbruck and Graz is held once a year in one of the participating cities and concentrates on work and organizational psychology. The PhD seminar in cooperation with the Unit of Educational Psychology and Evaluation of the University of Vienna is held weekly at the University of Vienna. In addition to the presentations of PhD theses, this seminar includes sessions covering methodological and scientific issues such as handling missing data, acquiring third-party-funds, or review procedures in journals.

## **Doctoral Program in International Business Taxation (DIBT)**

The unit of economic psychology is closely collaborating with the Doctoral Program in International Business Taxation (DIBT) at Vienna University of Economics and Business. The program is funded by the Austrian Science Fund (FWF).

The Doctoral Program in International Business Taxation (DIBT) offers an excellent doctoral education to outstanding students from all over the world, fully preparing them to conduct research on international business taxation. DIBT provides high quality interdisciplinary training for graduates in the field of international taxation, including and combining the disciplines of public finance, international tax law and cross-border tax management.

DIBT focuses on high-quality academic education and internationally competitive research. It is aimed at the future elite of scholars and provides interdisciplinary training in taxation of enterprises' cross-border activities, drawing on and combining the core disciplines public finance, international tax law, and cross-border tax management. By then expanding tax training to non-traditional yet highly relevant disciplines such as economic psychology, history, political science, ethics, and legal philosophy as well as organizational behavior and decision making, a broadening of horizons and a more comprehensive approach to research questions is achieved.

The program takes three years to complete and awards a PhD degree to graduates. During the first year, participants acquire the basic knowledge necessary for working in an interdisciplinary manner. Building on this foundation, the second and third years are dedicated to seminars in related fields, a research stay abroad, additional optional workshops, and especially to doing research on a PhD thesis. For the duration of the entire program, students attend an accompanying research seminar. All courses are taught in English.

Members:

Prof. Dr. Eva Eberhartinger (eva.eberhartinger@wu.ac.at): International Tax Management

Prof. Dr. Erich Kirchler (erich.kirchler@wu.ac.at): Tax Psychology

Prof. Dr. Dr. h.c. Michael Lang (michael.lang@wu.ac.at): International Tax Law

Prof. Dr. Pasquale Pistone (pasquale.pistone@wu.ac.at): International Tax Law

Prof. Dr. Josef Schuch (josef.schuch@wu.ac.at): International Tax Law

Prof. Dr. Caren Sureth (caren.sureth@wu.ac.at): Taxation and Cross-Border Investment Decisions, Tax Accounting

Prof. Dr. Andreas Wagener (andreas.wagener@wu.ac.at): Cross Border Management

Prof. Dr. Alfons Weichenrieder (alfons.weichenrieder@wu.ac.at): Cross Border Management

Prof. Dr. Martin Zagler (martin.zagler@wu.ac.at): Public Finance  
Administrative Issues: [dibt@wu.ac.at](mailto:dibt@wu.ac.at)

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DIBT / Doctoral Program in  
International Business Taxation

WU (Vienna University of Economics and Business)  
Althanstraße 39-45, 1090 Vienna, Austria

Tel: + 43 1 313 36 / 4274

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email: [dibt@wu.ac.at](mailto:dibt@wu.ac.at)

[www.wu.ac.at/dibt](http://www.wu.ac.at/dibt)

Visit the LinkedIn Group:

[www.linkedin.com/groups?gid=3318350&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=3318350&trk=myg_ugrp_ovr)

## **The European PhD on Social Representations and Communication**

The European PhD on Social Representations and Communication, a well-established, since 1996 EU-approved training structure with several European partner universities coordinated by the University of Rome “La Sapienza”, has successfully trained post-graduates from EU and non-EU countries. It is an international doctorate requiring a PhD dissertation (3-year minimum) and involves a network of 13 EU universities supplying advanced research training in the area of social representations and communication.

The PhD program has obtained institutional recognition and didactic accreditation within four institutional scenarios:

- by the EU DG XXII – Education and Culture (Erasmus & Socrates)
- by the EU DG XII – Research (Marie Curie Training Site & High-Level Scientific Conferences)
- by Ministries for Higher Education and Scientific Research
- by coordinating and partner universities of the network

The general teaching/learning strategy of the European PhD is to examine the following aspects of social representations and communication: i) historical and theoretical aspects, ii) methodological aspects, iii) fieldwork and applications, iv) current comparative European research projects.

The didactic structure within this overall strategy is highly innovative. Due to the system of open distance learning (outlined below), European PhD students are involved in an interlocking system of virtual and physical mobility which allows for considerable flexibility as well as individual tutoring and interactive learning:

1. Intensive preliminary stage of bibliographic training at national universities (10 credits per year)
2. Intensive high level didactic “stage” (International Summer School – 10 credits per year)
3. Seminars and advanced courses (5 credits per year)

4. Multi-media and open distance learning system (5 credits per year), e-mail, video-chat, forum discussion, multipoint video conferences and digital video courses
5. Tutoring and co-tutoring triadic didactic system (30 credits per year assigned to research)

The tutoring and co-tutoring triadic system aims to monitor the development of research programs at national and international level over the entire period up to the final dissertation.

The European PhD is open to applicants from ANY country. Applicants for the European PhD must satisfy the entrance requirements for admission to the doctoral program at their home university and must have knowledge of at least two European languages, including English.

Candidates for the European PhD may be of different types:

Post-graduates, who wish to pursue this international curriculum, rather than in their national system;

Doctoral students who are already engaged in a doctoral program at their own university.

For additional information, consult the website of the Euro PhD on SR & C: <http://www.europhd.psi.uniroma1.it>

Or contact the scientific coordinator:

Prof. Dr. Annamaria Silvana de Rosa

European PhD on Social Representations and Communication

Facoltà di Psicologia – Università degli studi di Roma ‘La Sapienza’

Via dei Marsi, 78 – 00185 Roma ITALIA

(T +39/06/4991 7544; F +39/06/4991.7652; email:

[annamaria.derosa@uniroma1.it](mailto:annamaria.derosa@uniroma1.it))

## MASTER THESES AND PHD THESES

Since 1993, 691 Master theses, 40 PhD theses and 5 Habilitations were successfully concluded in work, organizational, social, and economic psychology.

Year	Master theses	PhD theses	Habilitations
1993	2		
1994	10		
1995	20		
1996	19	2	
1997	30		
1998	19	1	
1999	14	3	
2000	18	4	
2001	22	2	
2002	28		
2003	33		
2004	23	2	
2005	41	1	2
2006	37	3	1
2007	35	4	
2008	40	2	
2009	42	4	
2010	38	4	
2011	44	2	
2012	42	1	1
2013	68	2	
2014	66	3	1
2015	92	2	
2016	72	3	



# Master Theses

## 2016

- Ackermann, Niels (2016). Humorpräferenzen in Abhängigkeit von Persönlichkeit, schlussfolgerndem Denken und der Freude an gedanklichen Herausforderungen unter besonderer Betrachtung des Nonsens. Betreuung: Hergovich
- Boguschewski, Jens (2016). ADHS und Entrepreneurship – Ist das Unternehmertum ein geeigneter Kontext für Menschen mit ADHS? Betreuung: Kogler
- Brandtner, Martina (2016). Mental Accounting als Determinante der Steuerehrlichkeit hinsichtlich der Umsatzsteuer. Betreuung: Kogler, Mitbetreuung: Olsen
- Coner, Wioleta (2016). Geschlechterdifferenzen im Bereich Humor – eine Metaanalyse. Betreuung: Korunka, Mitbetreuung: Scheel
- Dogan, Hakan (2016). Steuerehrlichkeit – Ein Laborexperiment zum Einfluss von Feedback und unerwarteten Zwangssteuern. Betreuung: Kogler
- Draskovits, Maria (2016). Willensfreiheit – Illusion oder Wirklichkeit?. Betreuung: Hergovich
- Ebner, Markus (2016). In Zeiten technischer Beschleunigung: Handynutzung im Zusammenhang mit Persönlichkeit, Selbstwert, Stress und subjektiver Zeitwahrnehmung. Betreuung: Hergovich
- Egger, Martin (2016). The effects of selective attention on choice: An eye tracking study. Betreuung: Florack
- Fenzl, Michael (2016). Does marketplace metacognition evoke negative effects of price promotions? Betreuung: Florack
- Frech, Marie-Lena (2016). Can crowding lead to vigilance against manipulation? Betreuung: Florack
- Gail, Katharina (2016). Die Auswirkungen von Selbstkontrolle und Moral auf unehrliches Verhalten. Betreuung: Kirchler

- Ganslmeier, Johanna (2016). Mehr Flexibilität – schlechteres Arbeitsklima? Die Auswirkungen flexibler Arbeitsverhältnisse auf die sozialen Beziehungen – Eine qualitative Studie. Betreuung: Korunka
- Gorski, Carmen (2016). High impulsivity level – high ambivalent feelings? Examining the relation between buying impulsiveness and ambivalence. Betreuung: Florack
- Ille, Judith (2016). How manipulating the chronic regulatory focus influences scheduling ordinary and extraordinary experiences in order to ensure subjective well-being. Betreuung: Florack
- Ivanovic, Jovana (2016). Der Einfluss des Materialismus auf die Kaufentscheidung von Originalen bzw. Imitaten in zwei Kulturen. Betreuung: Hergovich
- Jasinenko, Anna (2016). How frequency & affective intensity of positive experiences influence subjective well-being. Betreuung: Florack
- Kaskani, Panoraia (2016). Impulsives Kaufverhalten – Beeinflusst durch Marketing Stimuli und Implementation Intention. Betreuung: Büttner
- Kozhina, Anastasiia (2016). Merkmale von New Way of Working und deren Rolle für die Einsamkeit am Arbeitsplatz. Betreuung: Korunka
- Kraus, Lina Katharina (2016). Recommendations within the concept of regulatory fit? Consistency outweighs regulatory focus effects. Betreuung: Florack
- Kugler, Sylvia Carola Maria (2016). Visuelle Wahrnehmung und Embodiment im multisensorischen Marketing. Betreuung: Florack
- Kugler-Windisch, Bernadette (2016). Der Einfluss von Glukose auf die Selbstkontrolle. Betreuung: Hergovich
- Kühl, Carolin (2016). Entwicklung eines Fragebogens zu arbeitsbezogenen Werten. Betreuung: Korunka, Mitbetreuung: Vogt
- Laaber, Franziska (2016). How emotions differ by experience type and influence subjective well-being. A day reconstruction study with exchange students. Betreuung: Florack
- Lahnsteiner, Maria (2016). Winning a lottery drawing would you regret it? Betreuung: Florack

- Lietze, Stefanie (2016). What your choice of career says about your behaviour in a social dilemma or why you should trust psychologists even when the situation undermines cooperation. Betreuung: Hofmann
- Lojanica Mirosnjikov, Marija (2016). Hoping for divine intervention: The impact of ambiguous outcomes in other-regarding social preferences. Betreuung: Kirchler, Mitbetreuung: Dezsó
- Lozic, Emira (2016). Zielkonfliktmodell und Impulsive Buying. Betreuung: Florack
- Marth, Sarah (2016). We or me: The influence of individualism and collectivism on the endowment effect. Betreuung: Kogler
- Marx, Carmen (2016). Berufliche Sinnerfüllung und ihr Zusammenhang mit Arbeitsmerkmalen und Arbeitsengagement. Betreuung: Korunka
- Melzer, Kristina (2016). Selbstkooperation statt Selbstausbeutung. Eine Validierungsstudie zur Potentialanalyse Selbstkooperationsanalyse (SEKOAN). Betreuung: Korunka, Mitbetreuung: Monshi
- Mittermayr, Tamara (2016). Testing the effect of habituation and decision-making. Betreuung: Florack
- Moos, Simon (2016). How marketplace metacognition impacts consumers' perception of price promotions: The role of affect. Betreuung: Florack
- Mund, Nadine (2016). Der Einfluss von neurowissenschaftlichen Informationen auf die Bestrafungsintensität. Eine Manipulation des Glaubens an den freien Willen. Betreuung: Hergovich
- Nagy, Iulia\_Zsusza (2016). Das psychologische Kapital als entscheidende Persönlichkeitsmerkmale für das Arbeitsengagement und die förderliche Interaktion zwischen dem Arbeits- und Privatleben. Betreuung: Tement
- Oberfichtner, Bernhard (2016). The influence of social cues on the allocation of visual attention while watching a cups and balls routine. Betreuung: Hergovich
- Panhans, Sandra (2016). Flexibilität in der Arbeit der Zukunft: Ein Gewinn für alle Generationen. Betreuung: Korunka

- Preisser, Silke (2016). Negative Produktinformationen und mögliche Effekte auf die Produktbewertung im Zusammenhang mit impulsivem Kaufverhalten. Betreuung: Büttner
- Pufitsch, Christina (2016). The negative effects of a large assortment on impulsive buying. Betreuung: Florack
- Räb, Korbinian (2016). Mental accounting und visuelle Aufmerksamkeit in Einkaufssituationen – Verstärkt Mental Accounting den Effekt von Einkaufslisten auf der Ablenkbarkeit bei simulierten Einkäufen?. Betreuung: Mühlbacher
- Riebl, Clemens (2016). Risikoverhalten als bereichsspezifische Variable: Eine Anwendung der DOSPERT-Skala unter Hinzuziehung einer Poker-Domäne. Betreuung: Kogler
- Ruff, Bernadette Susanna (2016). Darstellung des Konsums als Element des multi-sensorischen Marketings. Betreuung: Florack
- Schädl, Stefan (2016). Beschleunigungsbedingte Anforderungen in wissensintensiven Dienstleistungsunternehmen und die Zusammenhänge von Leidenschaft für den Beruf mit Irritation und persönliche Initiative. Betreuung: Korunka, Mitbetreuung: Scheel
- Schall, Paul Christoph (2016). Grenzen und Möglichkeiten staatlicher Machtausübung im Kontext einer vertrauensvollen Zusammenarbeit mit den Steuerzahlenden. Betreuung: Kirchler, Mitbetreuung: Gangl
- Schaller, Johanna (2016). Effekte flexibler Arbeitsbedingungen auf das Erleben des Arbeits-Familien-Konflikts unter Einbeziehung von Ressourcen: Eine Paarstudie. Betreuung: Kubicek
- Schlokat, Sydney (2016). Was du kannst, kann ich auch. Crossovereffekte von psychologischem Kapital, Arbeitsleistung und Arbeitszufriedenheit. Betreuung: Tement
- Schmidt, Franziska (2016). Alles in Balance – Der Einfluss der Körperstabilität auf die Einschätzung der Work-Life Balance. Betreuung: Florack
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- Thiele, Julian (2016). Der Einfluss von Emotionen auf den Endowment Effekt und die Verlustaversion: Bewirken Neid und Mitleid eine Verschiebung des Referenzpunktes?. Betreuung: Kogler
- Tietjen, Corinna (2016). Workplace humor styles and work-related outcomes: A relationship moderated by values? Betreuung: Scheel
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- Wana, Oliver (2016). App-basierter Coachingansatz zur Steigerung der Arbeitszufriedenheit. Betreuung: Korunka

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- Bauer, Charlotte (2015). Impulskauf oder Selbstkontrolle? Reaktionszeitmessungen zur Bestimmung von kontextbezogenen Selbstkontrollfähigkeiten impulsiver Käufer. Betreuung: Büttner
- Braunstein, David (2015). Eine Untersuchung der psychologischen Konzepte realer und potentieller Erben zum Thema Erbschaft – Eine explorative Repertory Grid-Studie. Betreuung: Kirchler, Mitbetreuung: Stark
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### 2016

Gerdenitsch, Cornelia (2016). *Office configurations and working conditions in a digital world of work*. Betreuung: Korunka

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## EVENTS

### Vienna Cologne PhD Seminar 2015

The Vienna Cologne PhD Seminar has long tradition. We invite our friends from the University of Cologne (Prof. Hoelzl, Institute of Sociology and Social Psychology) to Vienna every other year to discuss our research and facilitate the exchange of ideas. The 2015 seminar took place in Vienna in June 2015 and 5 PhD students as well as Prof. Hoelzl followed our invitation. We enjoyed two interesting days and look forward to our next meeting in June 2017.

### Alumnae & Alumni Meeting 2016

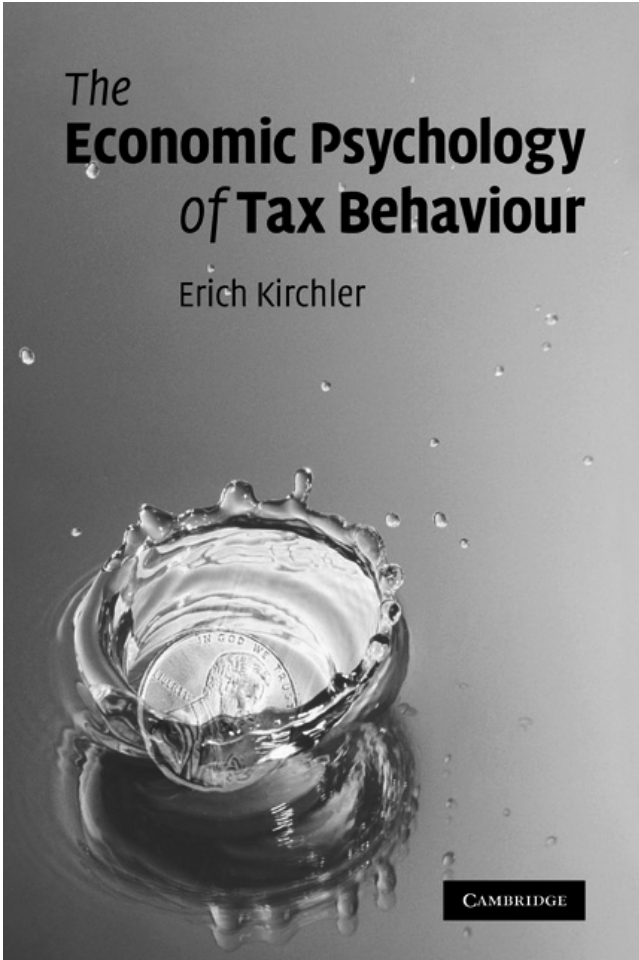
In November 2016 Erico Kirchler, Christian Korunka, and organizer Floortje Schilling invited to the Work, Organizational and Economic Psychology Alumni Meeting at the Tanzcafé Jenseits. Many former students, faculty members, and friends of the institute attended and, as always, had a fun night.





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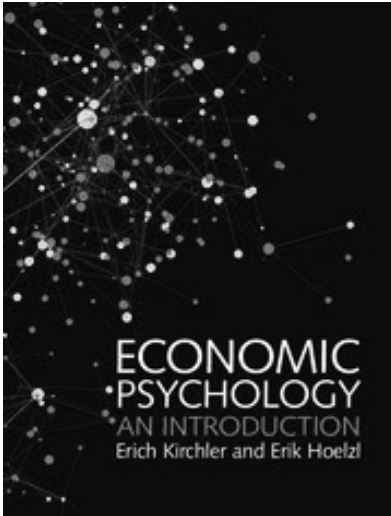
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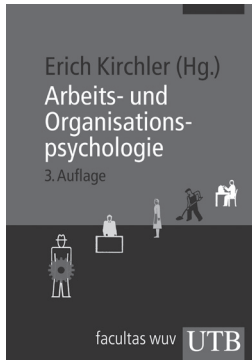
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# Arbeits- und Organisationspsychologie

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Dieses Kompendium zu zentralen Themen der Arbeits- und Organisationspsychologie befasst sich in der 3., überarbeiteten und aktualisierten Auflage mit Konzepten von Organisationen und MitarbeiterInnen im Betrieb, mit Analyse, Bewertung und Gestaltung von Arbeit, mit Motivation und Führung von MitarbeiterInnen und mit der Dynamik in Gruppen sowie Problemlösungs- und Entscheidungsmodellen. Die AutorInnen haben dafür deutsch- und englischsprachige Standardlehrbücher systematisch durchgearbeitet und daraus präzise und übersichtlich die wichtigsten Theorien zusammengefasst. Aktuelles Basiswissen ermöglicht somit Studierenden der Psychologie und der Wirtschaftswissenschaften einen Einstieg in die relevanten Forschungsgebiete.

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Arbeits- und Beschäftigungsverhältnisse sind in Bewegung geraten. Dies zeigt sich nicht erst seit der jüngsten Wirtschaftskrise, sondern bereits an zuvor geführten Debatten um die „Erosion des Normalarbeitsverhältnisses“, die „Flexibilisierung“ und „Prekarisierung“ von Arbeit. Umstritten ist indes die Reichweite der konstatierten Veränderungen: Handelt es sich um tief greifende Wandlungen oder lediglich um geringfügige Variationen bestehender Tendenzen? Um diese Frage zu beantworten, treten in dem Band junge und arrivierte WissenschaftlerInnen aus unterschiedlichen Disziplinen in einen Dialog. Sie rekonstruieren aktuelle Wandlungstendenzen aus historischer, gesellschaftlicher und ökonomischer Perspektive. Zudem werden am Beispiel einzelner Tätigkeitsfelder, wie sozialer, kreativer oder wissenschaftlicher Arbeit, die Rückwirkungen politischer, organisationaler und gesellschaftlicher Veränderungen auf arbeitstätige Personen thematisiert.

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