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# Axel Sonntag

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Institute for Advanced Studies  
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## Academic Positions

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as from 01/2018	<b>Senior Researcher</b> , Insight Austria - Competence Center for Behavioral Economics, <b>Institute for Advanced Studies</b> , Vienna, Austria
09/2015 – 07/2019	Assistant Professor, Vienna Center for Experimental Economics (VCEE), University of Vienna, Vienna, Austria
03/2012 – 08/2015	Research Associate, School of Economics and Centre for Behavioural and Experimental Social Sciences (CBESS), University of East Anglia, Norwich, United Kingdom
09/2008 – 02/2012	Teaching and Research Associate, Department of Economics, Vienna University of Economics and Business, Vienna, Austria
08/2006 – 08/2008	Research and Teaching Assistant, Department of Social Sciences, Vienna University of Economics and Business, Vienna, Austria

## Education

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2007 – 2012	<b>Doctoral programme in Economics</b> , Vienna University of Economics and Business, Vienna, Austria, <b>with distinction</b> , Thesis: <i>Adaptive Search in Costly Decision Environments</i>
2002 – 2007	Graduate programme in Economics (Mag.rer.soc.oec.), Vienna University of Economics and Business, Vienna, Austria, Thesis: <i>Energy Policy Modelling</i>

## Research interests

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- Behavioral data science
- Organizational behavior and public policy
- Applied Microeconomics (experimental, econometric)

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## Publications

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H-index: 6, i10-index: 6

### Peer-reviewed journal publications (6)

- 2019 | Sonntag, A. & Zizzo, D.J. Personal Accountability and Cooperation in Teams. **Journal of Economic Behavior & Organization**. doi: 10.1016/j.jebo.2018.12.014. ⇨ Journal link
- 2017 | Karakostas, A., Sonntag, A. & Zizzo, D.J. Efficiency and Fairness in Revenue Sharing Contracts **The Scandinavian Journal of Economics**. doi: 10.1111/sjoe.12200. ⇨ Journal link
- 2017 | Hössinger, R., Link, C., Sonntag, A. & Stark, J. Estimating the price elasticity of fuel demand with stated preferences derived from a situational approach. **Transportation Research Part A: Policy and Practice** 103, 154-171. doi: 10.1016/j.tra.2017.06.001 ⇨ Journal link (open access)
- 2015 | Sonntag, A. Search costs and adaptive consumers: Short time delays do not affect choice quality. **Journal of Economic Behavior & Organization**, 113, 64-79. doi: 10.1016/j.jebo.2015.02.024 ⇨ Journal link
- 2015 | Sonntag, A. & Zizzo, D.J. Institutional Authority and Collusion. **Southern Economic Journal**, 82 (1), 13-37. doi: 10.1002/soej.12065 ⇨ Journal link
- 2015 | Sonntag, A. & Zizzo, D.J. On reminder effects, drop-outs and dominance: evidence from an online experiment on charitable giving. **PLoS ONE**, 10 (8), e0134705. doi: 10.1371/journal.pone.0134705 ⇨ Journal link (open access)

### Working papers (6)

- 2020 | Fatas, E., Morales, A. & Sonntag, A. Expelled from Paradise - Empowering consumers to reduce corporate tax avoidance. **IHS working paper 21**. ⇨ Download
- 2020 | Liu, J, Sonntag, A. & Zizzo, D. Information defaults in repeated public good provision. **IHS working paper 12**. ⇨ Download
- 2020 | Koch, M. & Sonntag, A. On how income redistribution hinders social mobility. **Unpublished working paper**. ⇨ available upon request
- 2019 | Sausgruber, R., Sonntag, A. & Tyran, J-R. Disincentives from Redistribution: Evidence on a Dividend of Democracy. **CEPR discussion paper DP13773**. ⇨ Download
- 2019 | Poulsen, A. & Sonntag, A. Focality is intuitive - Experimental evidence on time pressure in coordination games. **MPRA working paper 92262**. ⇨ Download
- 2019 | Ghesla, C. & Sonntag, A. Framed payslips and people's reactions to labor tax changes. **MPRA working paper 97731**. ⇨ Download

### Work in progress (4)

- Do Austrians approve of nudging as a policy tool - experimental evidence (with Elisabeth Gsottbauer).
- Soft measures to promote student success - Field experimental evidence from Vienna (with Jean-Robert Tyran).
- It pays to study hard, but not for everybody: an econometric analysis of income effects of student success using registry data (with Jean-Robert Tyran).
- Sacrifice - an experimental investigation of the volunteer's dilemma (with Marco Castillo, Enrique Fatas & Ragan Petrie).

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## Research reports, book chapters and other publications (19)

- 2020 Kocher, M.G., Häckl, S., Sonntag, A., Spitzer, F. Pensionsreformansätze aus verhaltensökonomischer Sicht. **IHS Research Report**
- 2020 Gangl, K., Sonntag, A. Digitale Kompetenzen in österreichischen KMUs. **IHS Research Report & IHS Policy Brief**
- 2019 Walter, A., Gangl, K., Sonntag, A., Kocher, M.G. Verhaltensökonomische Maßnahmen für mehr Sauberkeit im Gemeindebau. **IHS Research Report**
- 2019 Ghesla, C., Grosch, K., Kocher, M.G., Sonntag, A., Spitzer, F. Verhaltensökonomische Instrumente zur Verbesserung der WFA. **IHS Research Report**
- 2018 Grosch, K., Kocher, M.G., Sonntag, A. Wettbewerbsfähigkeit des Standortes Österreich - Eine verhaltensökonomische Perspektive. **IHS Research Report**
- 2018 Grosch, K., Karmasin, S., Kocher M.G., Sonntag, A. Posterkampagne in Trafiken - Eine Validierungsstudie zur Erleichterung der Ausweiskontrolle. **IHS Research Report**
- 2018 Kocher, M.G., Sonntag, A. Entzerrung der Bearbeitung von ArbeitnehmerInnenveranlagungen. **IHS Research Report**
- 2018 Ghesla, C., Sonntag, A. Transparenter Gehaltsabrechnungsbeleg - Verhaltensökonomische Analyse der Auswirkungen transparenter Gehaltsabrechnungsbelege auf das Arbeitsangebot. **IHS Research Report**
- 2018 Grosch, K., Ghesla, C., Sonntag, A. Verhaltensauswirkungen der Sammelnovelle "Goldplatingrücknahme". **IHS Research Report**
- 2018 Bauer, C., Czipionka, Thomas, Gatter, K., Kocher, M.G., Scherrer, J. and Sonntag, A. 2018. Rauchen bei Jugendlichen. Verhaltensökonomisch basierte Maßnahmenevaluation. **IHS Research Report**
- 2012 Link, C., Stark, J., Sonntag, A., Hössinger, R. Contribution of an Emission Trading Scheme to Reduce Road Traffic Induced CO<sub>2</sub> Emissions in Austria. **Procedia - Social and Behavioral Sciences**, 48, 1971–1982
- 2012 Sonntag, A., Adaptive Search in Costly Decision Environments. **Doctoral dissertation**. Department of Economics, Vienna University of Economics and Business, Austria
- 2011 Stark, J., Link, C., Lechner, J., Sonntag, A., Hössinger, R., Sammer, G., Maier, G.. Emissionshandel im Straßenverkehr. **WU Research Report**
- 2011 Sonntag, A., Schubert, U. Choosing between technological options in climate policy: Pitfalls in assessing their efficiency. In: **Wirtschaft-Gesellschaft-Natur**, Eds. Schubert, U., Pinter, D., Marburg: Metropolis-Verlag, 419-434
- 2009 Sonntag, A., Schubert, U. Klimapolitik ganzheitlich denken. **Ökologisches Wirtschaften**, 2/09, 47–50
- 2009 Sonntag, A. Understanding Household Energy Behaviour - The multi person case. In: **New Economic Challenges**, Eds. Cervinek, P., Brno: Tribun EU, 356–361
- 2008 Loibl, W., Darnhofer, I., Tötzer, T., Knoflacher, M., Walz, A., Sedlacek, S., Loibl, C., Edegger, S., Gebetsroither, E., Sonntag, A. Globaler Wandel und seine Auswirkungen auf Landschaft und Gesellschaft. Szenarien künftiger Entwicklung und Lösungsstrategien zur Minderung negativer Effekte. **WU Research Report**.
- 2008 Sonntag, A., Wächter, P., Schubert, U., Colard, A., Niedermair, M. A Monetary evaluation of Austria's Energy Footprint for the years 2010–2050. **WU Research Report**
- 2008 Sonntag, A. Perspektiven zur Reduktion des Erdölverbrauchs im österreichischen Straßenverkehr. **SAFRAN** - Schlaininger Arbeitspapiere für Friedensforschung, Abrüstung und nachhaltige Entwicklung, 4, 85–100
- 2008 Sonntag, A., Schubert, U. Input-output-analysis as a holistic approach to evaluate and rank energy policy actions. In: **Towards a holistic approach based on science and humanity**, Eds. Schnitzer, H., Ulgiati, S., Graz, Austria: Verlag der technischen Universität Graz, 351–359
- 2007 Sonntag, A. Fossile Energieträger im österreichischen Straßenverkehr - ein systemtheoretischer Ansatz zur Reduktions des Erdölverbrauchs. **Diploma thesis**, Department of Social Sciences, Vienna University of Economics and Business, Austria.

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## Research Grants

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- 2020 Better regulation in Austria. Funded by the European Commission, Directorate General for Structural Reform Support **€700,000**. Role: Principal Investigator
- 2020 Do Austrians approve of nudging as a policy tool - experimental evidence. Funded by the Austrian National Bank **€108,000**. Role: Principal Investigator
- 2019 Pre-play Communication, Focality and Time Pressure: Experimental Evidence on the Likelihood of Coordination. Funded by the Faculty of Business, Economics and Statistics. **€2,000**. Role: Principal Investigator
- 2019 Equality of opportunity and social mobility: evidence from experiments. Funded by the Heinrich Graf Hardegg'sche Stiftung. **€5,000**. Role: Principal Investigator
- 2016 Evaluation of measures to promote study success of university students. Funded by the Austrian Federal Ministry for Science, Research and Economy. **€300,000**. Role: Co-Investigator
- 2015 Economic Coordination under Time Pressure: Evidence from Experiments. Funded by the Heinrich Graf Hardegg'sche Stiftung. **€7,500**. Role: Principal Investigator
- 2013 Tax Morality and Consumer Boycotts. 2013. Funded by the ESRC Centre for Competition Policy. **£7,640**. Role: Co-Investigator
- 2011 Scholarship grant (Förderstipendium) of the Vienna University of Economics and Business. **€3,475**, for conducting economic experiments for a high quality doctoral dissertation. Role: Principal Investigator
- 2008 MACZE - Effects of an EU-wide trade of CO<sub>2</sub> certificates on the Austrian road transportation. 2008–2011. Funded by the Austrian "Klima - und Energiefonds". **€37,500** (total project volume €98,000). Role: Co-Investigator
- 2006 MEFA - Monetary Energy Footprint Analysis. Joint research project with World Wide Fund for Nature Austria (WWF). 2006–2008. Funded by the Anniversary Fund of the Austrian National Bank. **€56,700** (total project volume €86,000). Role: Co-Investigator

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## Dissemination

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### Invited Lectures

- 2020 Information defaults in repeated public good provision - LESSAC research seminar, Burgundy School of Business, Dijon, France, 13.02.
- 2019 Nudging students for success - eeecon research seminar, University of Innsbruck, 04.04., Disincentives from Redistribution - Evidence on a Dividend of Democracy - LESSAC research seminar, Burgundy School of Business, Dijon, France, 26.03.
- 2018 Verhaltensökonomie nutzbar machen - Einblicke in die österreichische 'Nudge-Unit' - Wirtschaftspolitisches Seminar Alpenrhein, Chur, Switzerland, 23.10., Using Behavioral Insights to Inspire Public Policy - Keynote at the 2<sup>nd</sup> REECAP workshop, University of Applied Life Sciences Vienna, 26.09.–27.09., Wie Verhaltensökonomie helfen kann, neue Effizienzpotentiale zu erschließen - Trainee program, Federation of Austrian Industries (IV), Vienna, Austria, 05.07., Disincentives and Redistribution: Experimental Evidence on a Dividend of Democracy - Workshop on Endogenous Institutions, University of Copenhagen, Copenhagen, Denmark, 27.06.-28.06., Using behavioural insights to improve policy outcomes - Joseph von Sonnenfels Center Law and Economics Research Seminar, University of Vienna, Vienna, Austria, 14.06., Coordination and Focal Points Under Time Pressure: Experimental Evidence - Research Seminar, Masarykova Univerzita, Brno, Czech Republic, 16.05., Eigenverantwortung im Wohlfahrtsstaat - Ausschuss für Bildungs- und Gesellschaftspolitik, Federation of Austrian Industries (IV), Vienna, Austria, 24.01.
- 2016 Empowering consumers to reduce corporate tax avoidance - Workshop on Lab Experiments in Public Economics, ZEW, Mannheim, Germany, 25.02.–26.02.
- 2015 Accountability one step removed - The Choice Lab seminar, NHH, Bergen, Norway, 15.12.
- 2009 Emissions Trading on the Road - Potential Design Options and their Impact on Traffic Volume and Vehicle Fleet in Austria. 2nd Energy and Economy Modelling Workshop, Singapore, Singapore, 19.10.–20.10.
- 2008 Input-output-analysis as a holistic approach to evaluate and rank energy policy actions. General Seminar on Economic Growth, International Institute for Applied Systems Analysis (IIASA), Laxenburg, Austria, 31.07.

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## Presentations at Scientific Conferences and Meetings

- 2020 Austrian Economic Association (NOeG) annual conference, Vienna, Austria, 24.02.–25.02.
- 2019 6<sup>th</sup> International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Utrecht University, Utrecht, Netherlands, 02.05.–04.05., Austrian Economic Association (NOeG) annual conference, Graz, Austria, 25.04.–26.04.
- 2018 Vienna Center for Experimental Economics - Away day, Rust, Austria, 19.04.–20.04., Economic Science Association (ESA) International Meeting, Berlin, Germany, 28.06.–01.07., Welfare State Futures Final Conference, European University Institute (EUI), Florence, Italy, 24.05.–25.05.
- 2017 Economic Science Association (ESA) European Meeting, Vienna, Austria, 06.09.–09.09., German Economic Association (Verein für Socialpolitik) annual conference, Vienna, Austria, 3.09.–06.09., Austrian Economic Association (NOeG) annual conference, Linz, Austria, 26.05.–27.05., Vienna Center for Experimental Economics - Away day, Payerbach-Reichenau, Austria, 18.05.–19.05., 4<sup>th</sup> International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Universitat de Barcelona, Barcelona, Spain, 27.04.–29.04.
- 2016 SABE / IAREP Conference, Wageningen, The Netherlands, 08.07.–10.07., Vienna Center for Experimental Economics - internal seminar, Vienna, Austria, 05.07., 3<sup>rd</sup> International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), LUISS Università Guido Carli, Rome, Italy - 14.04.–16.04., Vienna Center for Experimental Economics - Away day, Payerbach-Reichenau, Austria, 21.04.
- 2015 Conflict Group - Away Day, University of East Anglia, Norwich, United Kingdom, 12.06., Vienna Center for Experimental Economics - Away day, Payerbach-Reichenau, Austria, 08.05., Network for Integrated Behavioural Science (NIBS) conference - University of Nottingham, Nottingham, UK, 21.04.–23.04.
- 2014 Economic Science Association European Meeting, Prague, Czech Republic, 03.09.–06.09., 8th Competition Law and Economics European Network (CLEEN), Centre for Competition Policy, Norwich, UK, 10.06.–11.06., University of East Anglia, School of Economics Seminar Series, Norwich, UK, 22.05., International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Nuffield College, Oxford, UK, 10.04.–13.04.
- 2013 24<sup>th</sup> Subjective Probability, Utility, and Decision-Making Conference (SPUDM 24), Barcelona, Spain 18.08.–22.08.
- 2012 University of East Anglia, School of Economics Seminar Series, Norwich, UK, 25.10., Annual Meeting of the German Association of Experimental Economics (GfeW), Karlsruhe, Germany, 04.10.–06.10., Workshop on Testing Theories of Choice, Max Planck Institute for Human Development, Berlin, Germany, 18.07.–20.07.
- 2011 6<sup>th</sup> Alhambra Experimental Workshop, Granada, Spain, 13.10.–15.10., Economic Science Association 2011 European Meeting, Luxembourg, Luxembourg, 14.09.–17.09., Subjective Probability, Utility, and Decision Making Conference, Kingston upon Thames, Great Britain, 21.08.–25.08., 45<sup>th</sup> Annual Conference of the Canadian Economic Association, Ottawa, Canada, 02.06.–05.06., Staff seminar of the Department of Economics, Kindberg, Austria, 28.05., Annual Workshop on Behavioural and Experimental Economics, Florence, Italy, 29.04.–30.04.
- 2010 33<sup>rd</sup> IAEE International Conference, Rio de Janeiro, Brazil, 06.06.–09.06., 2nd international PhD students conference, Brno, Czech Republic, 20.01.–21.01.
- 2009 Staff seminar at the WU, Department of Economics, Vienna, Austria, 16.11., Jahrestagung der Gesellschaft für experimentelle Wirtschaftsforschung, Essen, Germany, 15.10.–17.10., 10<sup>th</sup> IAEE European Conference, Vienna, Austria, 07.09.–10.09., 6. Internationale Energiewirtschaftstagung (IEWT 2009), Vienna, Austria, 11.02.–13.02.
- 2008 My-PhD 2008 - International Forum of Social Science PhD Students, Bratislava, Slovak Republic, 05.06.–08.06., Advances in Energy Studies - 6<sup>th</sup> Biennial International Workshop, Graz, Austria, 29.06.–02.07.
- 2007 24. Internationale Sommerakademie des ÖSFK Burgschlaining, Stadtschlaining, Austria, 09.07.–13.07.

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## Research Visits

- 2016 | Centre for Behavioural and Experimental Social Science (CBESS), University of East Anglia, Norwich, UK, September 2016; invited by Anders Poulsen
- 2015 | The Choice Lab, NHH Norwegian School of Economics, Bergen, December 2015; invited by Alexander Cappelen

## Contributions to Public Media

- 2019 | Newspaper article with the Austrian newspaper “Falter”, April 15<sup>th</sup>, title: “Bildung kann die Interpretationshoheit empirischer Evidenz gefährden” (German only), audience: nation-wide, ▷ Article available here ◁

## Media Coverage

- 2019 | Radio interview with “Radio Arabella” on March 19<sup>th</sup>, title: “Was ist Nudging” (German only), audience: regional
- 2019 | TV interview for the Austrian broadcaster ORF – “Studio 2” of March 18<sup>th</sup>, title: “Unbewusste Beeinflussung durch Nudging” (German only), audience: nation-wide, ▷ Video available here ◁
- 2019 | TV interview for the Austrian public broadcaster ORF – “Report” of February 19<sup>th</sup>, title: “Stupsen statt Strafen” (German only), audience: nation-wide, ▷ Video available here ◁
- 2019 | Newspaper interview with the Austrian daily newspaper “Kurier”, printed on February 20<sup>th</sup>, title: “Verhaltensökonomie: Damit wir tun, was wir als richtig erachten” (German only), audience: nation-wide, ▷ Article available here ◁

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## Teaching experience

- 2020 | Visualizations and Dashboards (BSB Dijon, OB3521)  
Managerial Economics (WU, 5237, 5405, 2247, 2262)  
Data wrangling, ggplot & Rmarkdown (BSB Dijon, OB3521)  
Sustainability Metrics Seminar (Modul University Vienna, 0302)
- 2019 | Recent Topics in Data Science (BSB Dijon)  
Managerial Economics (WU, 1154)  
Sustainability Metrics Seminar (Modul University Vienna, 0302)
- 2018 | Applied Behavioral Economics (U Vienna, 040045)  
Managerial Economics (WU, 1242)  
Sustainability Metrics Seminar (Modul University Vienna, 0302)
- 2017 | Applied Behavioral Economics (U Vienna, 040288)  
Sustainability Metrics Seminar (Modul University Vienna, 0302)  
Designing and Implementing an Economic Experiment (U Vienna, 040207)
- 2015 | Experimental Economics 2 (UEA, ECO-M008)  
Industrial Economics 2 (UEA, ECO-M010)
- 2014 | Industrial Economics 1 (UEA, ECO-M011)
- 2011 | Applied Microeconomics (WU, 1345, 1376)  
Applied Microeconomics (WU, 1339, 1340, 2550)
- 2010 | Applied Microeconomics (WU, 1672, 1713, 2635)  
Applied Microeconomics (WU, 1605, 1606, 2543)
- 2009 | Applied Microeconomics (WU, 2079, 2125, 2512)  
Applied Microeconomics (WU, 2005, 2006)
- 2008 | Environmental Economics and Internat. Aspects of Env. Econ. (WU, 2233)  
Introduction to Environmental Economics (WU, 0272)
- 2007 | Introduction to Environmental Economics (WU, 2349)

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## “Excellence in Teaching Award”

For the extraordinary commitment and the didactic concept of the module “Applied Microeconomics”. Granted by the Vienna University of Economics and Business, 2011.

## Teaching interests

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Data science tools	Visualizations, dashboards, exploratory data analysis, telling stories with data, data wrangling; R
Behavioral economics	Behavioral phenomena and ‘anomalies’, heuristics and biases
Experimental economics	Toolkit for planning, running and analyzing economic experiments in the lab, online and in the field
Public economics	Taxation, public administration, toolbox for policy making
Organizational behavior & economic engineering	Design of (policy) measures considering the special role of information in organizational contexts, nudging
Applied econometrics	Econometric tools for analyzing experimental data including panel data analysis, duration models, simultaneous equation models using Stata & R

## Other Qualifications and Activities

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### Additional Training

- 1  $\frac{1}{2}$  year post-doc curriculum on leadership and academic competencies. University of Vienna. September 2018 – February 2020
- Media Training. University of Vienna. March 2019
- Online reporting with SAP R/3. University of Vienna. March 2018
- Team building and leadership. University of Vienna. December 2017
- Leading joyfully. University of Vienna. November 2017

### Software skills

R, Stata, zTree, oTree, Python, PHP, MySQL, HTML, CSS, Limesurvey, Vensim, SAP, L<sup>A</sup>T<sub>E</sub>X, Office

### Community Activities & Extra-Professional Experience

2019–2020 as from 2017	Member of the curriculum working group “MSc Data Science” (University of Vienna) Austrian country representative of the Society for the Advancement of Behavioral Economics (SABE)
as from 2016 as from 2016	Board member of the Society for the Advancement of Behavioral Economics (SABE) Member of the University of Oxford’s Centre for Experimental Social Science’s (CESS) External Ethical Review Committee
2010–2012	Member of the Department Conference of Economics at WU
2005–2007	Student representative for the Diploma program of Economics at WU

### Languages

English (fluent), German (native)

### Reviewing

European Economic Review, Journal of Economic Behavior and Organization, Experimental Economics, Journal of Economic Psychology, Theory and Decision, Journal of Business Economics, Public Finance Review, Journal of Development Effectiveness, Population Horizons



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## Professional Memberships

American Economic Association (AEA), Economic Science Association (ESA), Society for the Advancement of Behavioral Economics (SABE), European Association for Decision Making (EADM), Gesellschaft für Experimentelle Wirtschaftsforschung (GfeW), Nationalökonomische Gesellschaft (Austrian Economic Association, NOeG)

## References

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Jean-Robert Tyran	University of Vienna, Department of Economics and Vienna Center for Experimental Economics (VCEE), Professor of Economics, Vice-Rector for Research and International Affairs and Director of VCEE, jean-robert.tyran@univie.ac.at
Martin Kocher	Institute for Advanced Studies, Vienna (IHS), Director   University of Vienna, Department of Economics and Vienna Center for Experimental Economics (VCEE), Professor of Economics and Director of VCEE, kocher@ihs.ac.at
Daniel John Zizzo	The University of Queensland, Brisbane, Australia, Professor of Economics, Head of School and Academic Dean for UQ's School of Economics, d.zizzo@uq.edu.au