



University of St.Gallen

Institute of Behavioral Science
and Technology

Annual Report

2023

Institute of
Behavioral Science
and Technology (IBT)

ibt.unisg.ch

Vision

« The Institute of Behavioral Science and Technology at the University of St.Gallen (IBT-HSG), founded in 2021, is an interdisciplinary research institute that conducts high-impact research to understand, predict, and improve the human-technology relationship. Our vision is to contribute reliable and evidence-based scientific insights on how technology intersects with how humans think, behave, and decide. Our work has a measurable impact for science, public policy, corporate action, and society at large. »



Emanuel de Bellis



Christian Hildebrand



Clemens Stachl

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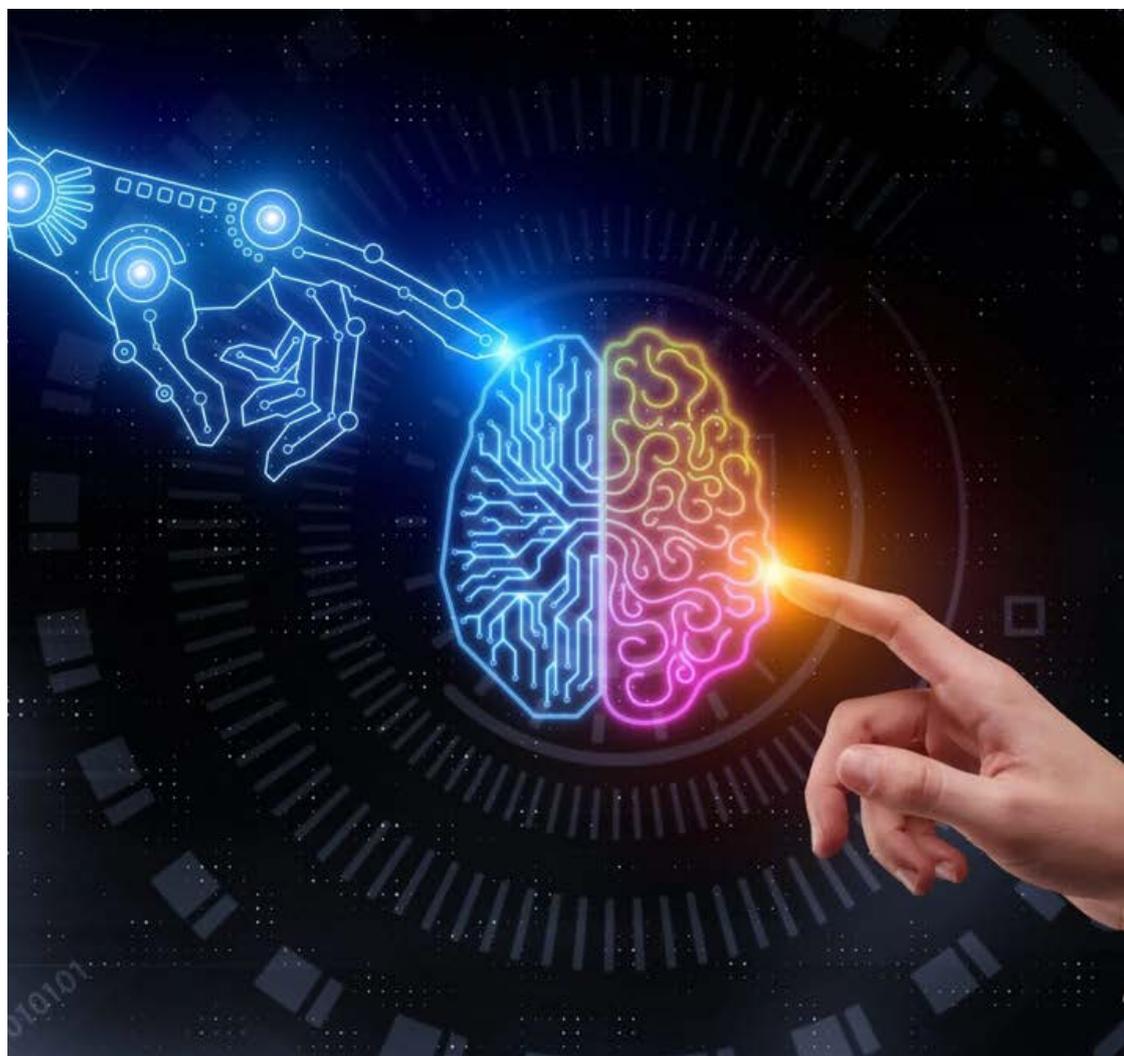
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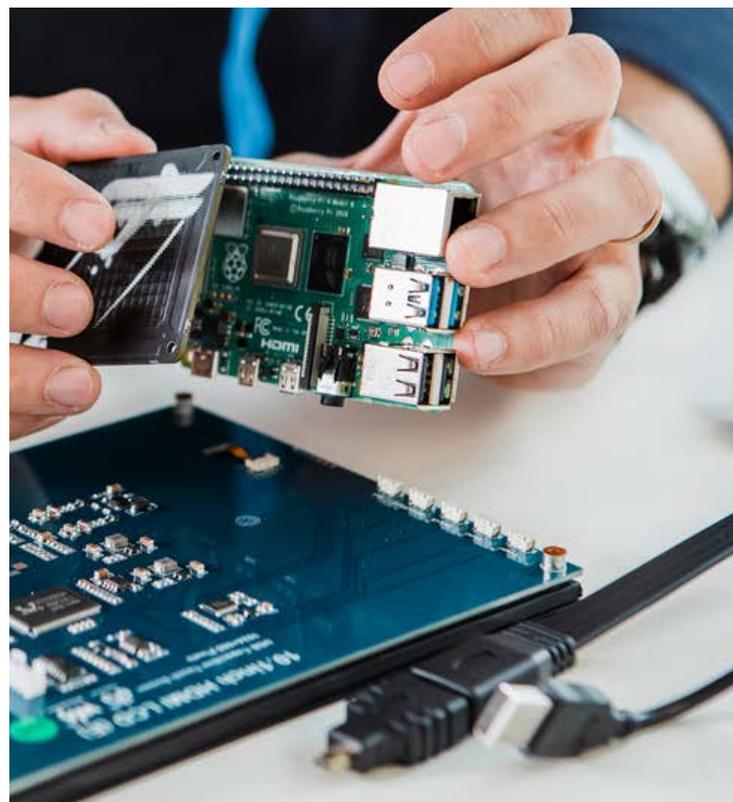
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Foreword

Welcome to the Institute of Behavioral Science and Technology (IBT)

Welcome to the 2023 Annual Report of the Institute of Behavioral Science and Technology (IBT) at the University of St. Gallen.

As we reflect on the passing year, we are especially excited to highlight the **start of Assistant Professor Tobias Ebert** as a significant addition to our team. Professor Ebert's research integrates theories and methods from the psychological, computational, and geographical sciences to understand how environmental factors shape human behavior and vice versa. His work offers new approaches to understand and predict innovation activity across regions and even the well-being of individuals or entire countries. His interdisciplinary approach to research and strong methodological expertise nicely complements and strengthens the research and teaching activities at the IBT.

This past year marks also important **contributions on the research side**, with major publications in the top management journals (a total of five FT50 journal publications appearing in flagship marketing outlets such as the *Journal of Marketing* or the *Journal of Consumer Research*) and the top-ranked behavioral science and psychology journals (such as *Psychological Science* or *Nature Mental Health*). These publications are matched by a strong increase in the acquisition of major, competitive national grants to fund these research projects (a total of three incoming *SNSF* and one *DFG* grants).

This past year also marks the start of a new specialization for PhD students who can now major in pursuing a **Doctorate in Behavioral Science**. Our past students pursued both academic careers and also esteemed international companies (such as the generative AI business units at PwC Consulting, Bain & Company, or TikTok User Research). The IBT also contributed to **HSG's curriculum of foundational methods courses** for major programs across the university (such as Empirical Research Methods at the Bachelor level, the CEMS program, Master in Marketing Management, and Master in Computer Science). These courses round out HSG's focus on rigorous but practical and hands-on learning, to develop skills that students can readily apply in research and industry practice.

We wish you, the reader, joy and inspiration in reflecting about the closing year and your interest in the past and future activities of the IBT.

Directorate



Christian Hildebrand
Full Professor of
Marketing Analytics



Emanuel de Bellis
Associate Professor of
Empirical Research Methods



Clemens Stachl
Associate Professor for
Behavioral Science

The IBT-HSG offers an interdisciplinary work and research environment that puts a strong emphasis on collaboration and continuous learning. We provide an inclusive environment across cultures, languages, and research traditions, employing people from over 10 nationalities.

Team



Bianka Ledermann | Admin



Tobias Ebert | Assistant Prof.



Anouk Bergner | Ph.D.



Jan Digutsch | Ph.D.



Timo Koch | Post Doc.



Francesc Busquet | Ph.D.



Fotis Efthymiou | Ph.D.



Pietro Aluffi | M.Sc.



Max Bergmann | M.Sc.

Team



Jonas Goergen | M.A.



Sophia Prix | M.Sc.



Hauke Roggenkamp | M.Sc.



Anush Sridhar | M.Sc.



Philipp Winder | M.Sc.



Meike Zehnle | M.Sc.



Jenny Zimmermann | M.Sc.



Léa Toffel | Research Intern



Sarah Müller | Research Intern

New Joiners



Tobias Ebert
Assistant Professor

Tobias Ebert is Assistant Professor of Behavioral Science & Technology at the University of St. Gallen. He holds a PhD in Psychology and master's degrees in Psychology and Human Geography. Before joining the University of St. Gallen, Tobias has worked as a postdoctoral scholar at the University of Mannheim and spent visits at the University of Cambridge, the Queensland University of Technology, and Columbia University.

His work is at the intersection of psychology, geography, and social data science. Specifically, he studies spatial variation in psychological attributes and the relevance of such variation for individuals and society. At the individual level, Tobias seeks to understand how the places we live in shape our behavior and wellbeing. At the societal level, Tobias is interested in the interplay between geo-psychological differences and macroeconomic development.

New Joiners



Jan Digutsch | Ph.D.

Jan received his bachelor's in Psychology & Management at the International School of Management in Dortmund and his master's in Human Resource Management at the University of Groningen. In 2023, Jan successfully defended his doctoral studies in Psychology at the Technical University of Dortmund.

His research focuses on predicting psychological well-being and motivation at work using between-person differences and within-person dynamics of personality. In his postdoctoral studies, Jan's research combines classic and novel methodologies from surveys and experiments to natural language processing (NLP) and digital behavioral traces such as mobile sensing.

Jan received the International Postdoctoral Fellowship (IPF) of the University of St. Gallen.

New Joiners



Timo Koch | Ph.D.

Timo received his bachelor's degree in Psychology with a minor in Business Administration at University of Mannheim. He obtained his master's degree in Work, Organizational and Social Psychology at LMU Munich, where he also completed his Ph.D. in Psychological Methods.

Timo Koch is a postdoctoral researcher at the Institute of Behavioral Science and Technology at the University of St. Gallen. He is passionate about leveraging technology to enhance peoples' and society's health and well-being. His research interests lie in the analysis of behavioral and language data, (interpretable) machine learning, and Human-AI interaction.

Timo works in the SNSF-funded ACTWELL ("Activities, Contexts, and Traits in Well-Being in Everyday Life Longitudinally") project that investigates digital traces of well-being in smartphone data.

New Joiners



Bianka Ledermann | Administration.

With a rich 20-year background in the hotel industry, Bianka now serves as the assistant to Christian Hildebrand, Emanuel de Bellis, and Clemens Stachl at the Institute of Behavioral Science and Technology, University of St.Gallen. She is responsible for administration, coordinating congress and chair events, and managing daily tasks to ensure seamless operations.

*»Technology
shapes
and is shaped
by human
thinking,
feeling
and
behaving»*

Governing Board



Prof. Damian Borth
Professor of AI, School of
Computer Science, University of
St.Gallen



Prof. Dietmar Grichnik
Professor of
Entrepreneurship, School
of Management, University
of St.Gallen



Sergio Benavent
Senior Consumer Insights Lead,
Logitech



Dr. Gregory Hitz
Founder & CEO,
Sevensense

Advisory Board



Prof. Juliana Schroeder
Berkeley University



Prof. Rhonda Hadi
Oxford University



Prof. Donna Hoffman
George Washington University



Prof. Bernd Schmitt
Columbia University



Prof. Stefano Puntoni
University of Pennsylvania



Prof. Martin Schreier
WU Wien

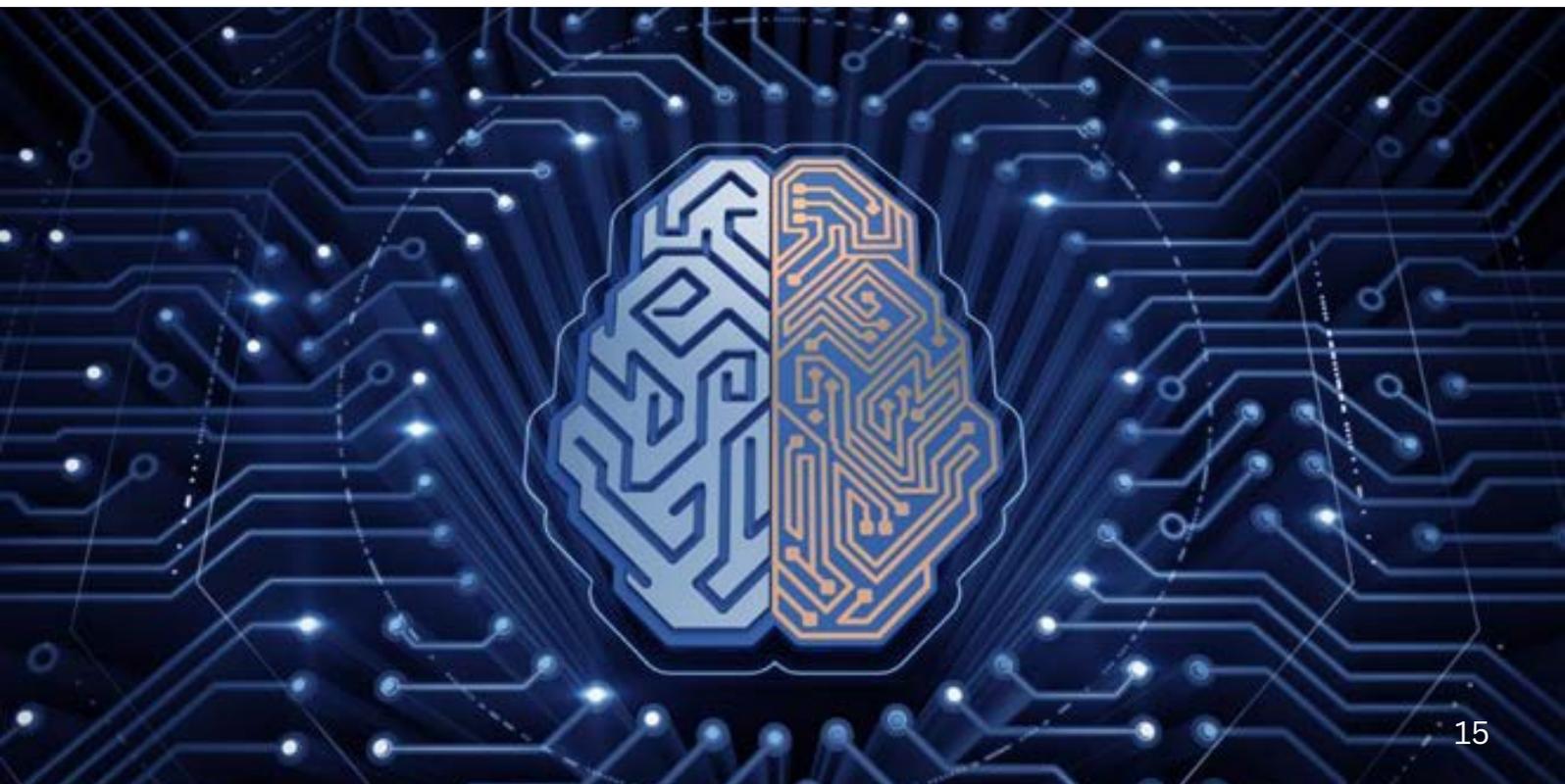
Research Areas

Affective Computing

Our studies are part of a burgeoning field of research, seeking to develop systems and devices that can recognize, interpret, process, forecast, and simulate human emotion. Specific examples include the development of a hybrid machine learning approach to improve emotion recognition, based on facial or vocal characteristics. Further, we investigate how affect-related consumption outcomes such as satisfaction can be predicted from written user input. In another research project, we investigate how to engineer empathetic and vulnerable conversational agents able to transmit emotions via simulating human vocal features. Such agents could potentially adapt to the emotional state of the user and possibly motivate prosocial behaviors, for instance in the context of donation advertisements. All the projects can be leveraged in both research and industry contexts.

Autonomous Products & Robots

Technologies are becoming increasingly autonomous, from smart kitchen devices and robotic vacuum cleaners to self-driving cars and service robots. In fact, some scholars argue that we are about to move from the age of automation to the age of autonomy. Autonomous technologies can make decisions and complete tasks on behalf of humans, promising unprecedented levels of convenience and efficiency. At the same time, this novel class of technology endangers some fundamental human motives. At the IBT, we examine how these changes affect the relationship between humans and technology, which barriers to consumer adoption exist, and what the societal consequences may be in the long run.



Conversational AI

The use of conversational AI ranges from text-based chatbots that automate service operations to voice-based interfaces such as Amazon Alexa or Google Home that take over everyday tasks in consumers' homes. Building on prior work in human-to-human communication and interpersonal psychology, we examine the impact of conversational AI on consumer decision making, consumer trust, and how to design competent while empathic conversational AI. We further examine how the proliferation of AI-enabled technologies that appear increasingly more human-like impact mind perception, entire markets, and consumer self-expression.

Digital Ethics & Fairness

Digital technologies that can make decisions autonomously and are used pervasively in daily life, can have unintended effects on individuals and society at large. Unfair algorithmic decisions, biases in AI applications, and a lack of privacy and transparency are only a few examples. Through an interdisciplinary lens, researchers at the IBT investigate how digital technologies affect our everyday lives, how technology can change people's behavior, and how unintended technological consequences can be prevented and acted against.

Customization & Personalization

The combination of modern information technology and digital behavior offers new possibilities for tailor-made solutions in domains such as food, insurance, and ad targeting. On the one hand, an increasing number of firms allows individuals to self-customize their own products according to their specific preferences. On the other hand, websites are personalized to customers' implicit wishes and needs by leveraging large amounts of customer profile data. At the IBT, we explore these two central one-to-one marketing concepts—customization and personalization—and examine both their benefits and risks for individuals and companies.

Interface Haptics

The modern technology landscape increasingly relies on haptic technologies to control a device. Mobile technologies such as smartphones, tablets, or even smart watches rely on the human sense through touch, emitting vibrations to the user, and increasingly allow gestural input to control a device. We study how the haptic sensation (from touch, gestures, and vibrations) impact consumer shopping decisions and examine the effective gestural design of haptic interfaces.



Mobile Sensing & Behavioral Metrics

Mobile phones are the most personal device in many people's lives. While phones once were only used for communication, the technical sophistication of modern smartphones provides users with a wide range of functionalities. Many of these functionalities allow users to do things on their phone anytime and anywhere. These functionalities rely on an array of sensors and logging routines that can also be used to measure when and where people do certain things. Sensor-based behavioral metrics are increasingly being used to identify, describe, and characterize individuals and their activities. At the IBT, we investigate how mobile sensing can be used to study human behavior, decisions, as well as the environments and situations people spend time in.

Multi-Modal Behavioral Analytics

We all leave a broad range of physical and digital footprints that are increasingly used to study human behavior. From analyzing people's movements through environmental sensors and GPS trackers to analyzing features in the human voice. We employ and further develop feature-extraction tools from sound data and other forms of behavioral data sources (such as physiological measurements). We further conduct research on the ethical implications of building multi-modal databases for business and society.

Personality Computing & Assessment

In addition to situational aspects, the personality of a person is one of the most important characteristics to understand and anticipate behavior. Personality also plays a key role in peoples' everyday decisions, preferences, and experiences. At the IBT, we study how personality is expressed in everyday behavior and how machine learning can be used to understand, assess, and conceptualize personality and individual differences.

Geographical Psychology

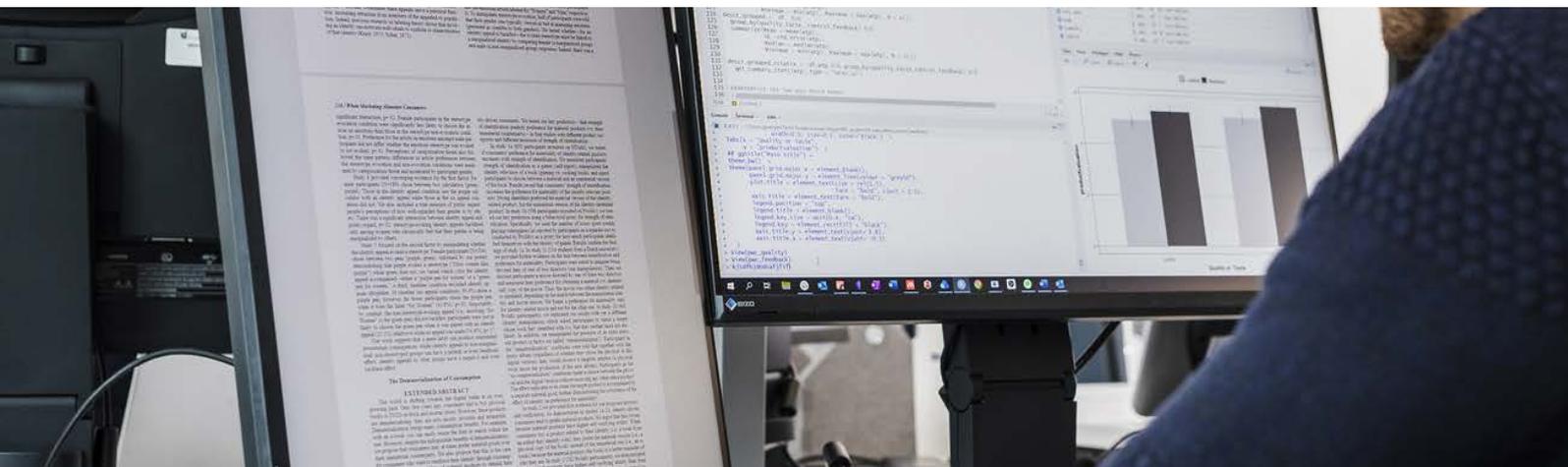
Whenever we travel to a new city or country, we notice that different places carry their own distinctive vibe. At the IBT, we try to make these hidden differences between places visible. To do so, we collect large-scale psychological data to study the spatial distribution of psychological attributes at fine-grained scales (e.g., how are personality traits distributed across and within cities?). In interdisciplinary research teams, we seek to understand how such geo-psychological differences come about and how they relate to economic development (e.g., where innovations or new companies emerge and gain traction).

Location Insights

Many of both business and everyday decisions depend on where things happen. Questions like where to live, where to shop, or where to start a business, all revolve around space. At the IBT, we try to understand how areas differ considering factors like proximity, movement patterns, and the vibe or culture of a place. Using digital data sources, we are interested in how location insights can be used to foster human well-being and decision making.

Voice & Speech Analytics

Oral communication extends beyond the mere words we utter to encompass the subtleties of our delivery. Often, the way we speak holds more significance than the words themselves. Elements such as tone, pitch, rhythm, and the subtle nuances in our voice serve as windows into our emotions, identity, and mental state. Analyzing the voice allows us to further understand what individuals convey, allowing us to further understand them.





Research Collaboration & Project Funding

Private and Public Companies

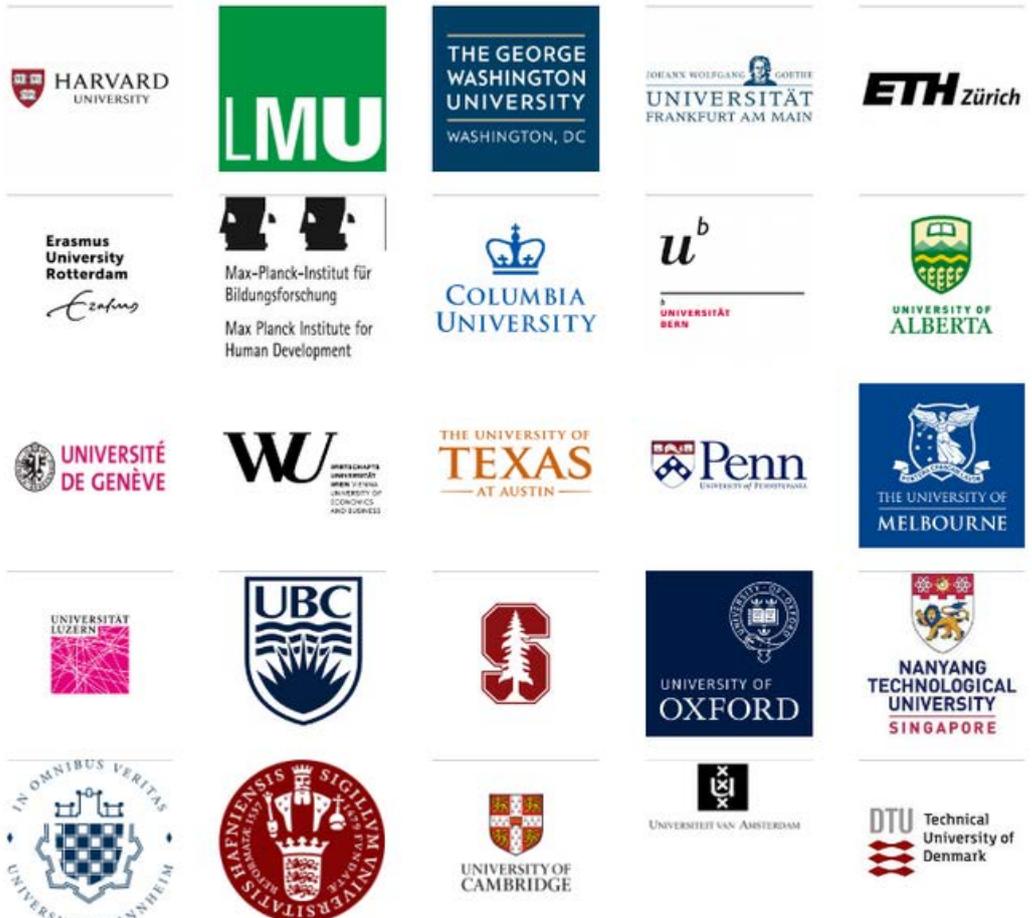


Stadt Zürich



Innosuisse

Universities



Project Funding

Towards Inclusive AI: Leveraging
Conversational AI to Reduce Risk Exposure
of Marginalized Consumers



ACTWELL: Activities, Contexts, and
Traits in Well-Being in Everyday Life
Longitudinally



Personality and Residential Choice



Time-saving Technologies
and Human Well-being

Autonomous Products and Consumer
Well-Being



Publications in 2023

Bergner, A. S., Hildebrand, C., & Häubl, G. (2023). Machine talk: How verbal embodiment in conversational AI shapes consumer–brand relationships. *Journal of Consumer Research*, 50(4), 742–764.

Busquet, F., Efthymiou, F., & Hildebrand, C. (2023). Voice analytics in the wild: Validity and predictive accuracy of common audio-recording devices. *Behavior Research Methods*, 1-21(56), 2114–2134.

Castelo, N., Boegershausen, J., Hildebrand, C., & Henkel, A. P. (2023). Understanding and improving consumer reactions to service bots. *Journal of Consumer Research*, 50(4), 848–863.

de Bellis, E., Johar, G. V., & Poletti, N. (2023). Meaning of manual labor impedes consumer adoption of autonomous products. *Journal of Marketing*, 87(6), 949–965.

Digutsch, J., & Kosinski, M. (2023). Overlap in meaning is a stronger predictor of semantic activation in GPT-3 than in humans. *Scientific Reports*, 13(1), 5035.

Ebert, T., Berkessel, J. B., & Jonsson, T. (2023). Political person–culture match and longevity: The partisanship–mortality link depends on the cultural context. *Psychological Science*, 34(11), 1192–1205.

Götz, F. M., & Ebert, T. (2023). Uncharted Territories: Introduction to the Theme Bundle on Intranational Variation in Personality. *Personality Science*, 4, 1–5.

Rügamer, D., Bender, A., Wiegrebe, S., Racek, D., Bischl, B., Müller, C. L., & Stachl, C. (2023). Factorized Structured Regression for Large-Scale Varying Coefficient Models. In M.-R. Amini, S. Canu, A. Fischer, T. Guns, P. Kralj Novak, & G. Tsoumakas (Eds.), *Machine Learning and Knowledge Discovery in Databases* (pp. 20–35). *Springer Nature Switzerland*.

Hartman J., Bergner, A. S., & Hildebrand, C. A. (2023). Uncovering Linguistic Markers of Mind Perception as a New Lens to Understand Consumer-Smart Object Relationships. *Journal of Consumer Psychology*, 33(4), 645–667

Krause, F., Görgen, J., de Bellis, E., Franke, N., Burghartz, P., Klanner, I. M., & Häubl, G. (2023). One-of-a-kind products: Leveraging strict uniqueness in mass customization. *International Journal of Research in Marketing*, 40(4), 823–840.

Matz, S. C., Bukow, C. S., Peters, H., Deacons, C., Dinu, A., & Stachl, C. (2023). Using machine learning to predict student retention from socio-demographic characteristics and app-based engagement metrics. *Scientific Reports*, 13(1), 5705.

Militaru, I. E., Serapio-García, G., Ebert, T., Kong, W., Gosling, S. D., Potter, J., ... & Götz, F. M. (2023). The lay of the land: Associations between environmental features and personality. *Journal of Personality*, 92(1), 88-110.

Pargent, F., Schoedel, R., & Stachl, C. (2023). Best practices in supervised machine learning: A tutorial for psychologists. *Advances in Methods and Practices in Psychological Science*, 6(3), 25152459231162559.

Peters, H., Götz, F. M., Ebert, T., Müller, S. R., Rentfrow, P. J., Gosling, S. D., ... & Matz, S. C. (2023). Regional personality differences predict variation in early COVID-19 infections and mobility patterns indicative of social distancing. *Journal of Personality and Social Psychology*, 124(4), 848-872.

Scharbert, J., Reiter, T., Sakel, S., Horst, J., Geukes, K., Gosling, S. D., Harari, G., Kroencke, L., Matz, S., Schoedel, R., Shani, M., Stachl, C., Talaifar, S., Aguilar, N. M. A., Amante, D., Aquino, S. D., Bastias, F., Biesanz, J. C., Bornamanesh, A., ... Back, M. D. (2023). A global experience-sampling method study of well-being during times of crisis: The CoCo project. *Social and Personality Psychology Compass*, 17(10), e12813.

Seiferth, C., Vogel, L., Aas, B., Brandhorst, I., Carlbring, P., Conzelmann, A., Stachl, C., & Löchner, J. (2023). How to e-mental health: a guideline for researchers and practitioners using digital technology in the context of mental health. *Nature Mental Health*, 1(8), 542-554.

Sust, L., Stachl, C., Kudchadker, G., Bühner, M., & Schoedel, R. (2023). Personality computing with naturalistic music listening behavior: Comparing audio and lyrics preferences. *Collabra: Psychology*, 9(1), 75214.

Sust, L., Talaifar, S., & Stachl, C. (2023). Mobile application usage in psychological research. *Mobile Sensing in Psychology: Methods and Applications*, 184.

Zimmermann, J., Görden, J., De Bellis, E., Hofstetter, R., & Puntoni, S. (2023). Smart product breakthroughs depend on customer control. *MIT Sloan Management Review*.

Academic Conferences:

Aluffi P., Meynet L., Stachl C., :
Designing vulnerable conversational AI:
“BREAKING NEWS: Psycholinguistic and
Behavioural Differences in (Un)-
Trustworthy Online News Source
Interaction”
Big Data & Research Syntheses 2023
Frankfurt, Germany
2023

Aluffi P., Meynet L., Stachl C., : Designing
vulnerable conversational AI: “BREAKING
NEWS: Psycholinguistic and Behavioural
Differences in (Un)-Trustworthy Online
News Source Interaction”
International Conference on
Computational Social Science
Copenhagen, Denmark
2023

Ebert, T.: Machen Kriegserfahrungen
religiös? Big-Data Evidenz aus der
Vietnam-Draft-Lottery. 17. Arbeitstagung
der Fachgruppe Differentielle Psychologie,
Persönlichkeitspsychologie und
Psychologische Diagnostik (DPPD),
Salzburg, Austria, 2023

Görge J., Nylasi G., de Bellis E.,:
“Zero-Sum Beliefs in Autonomy Drive
Consumer Perception and Use of
Autonomous Products.”
Odense, Copenhagen
2023

Görge J., de Bellis E.:
“Anticipated Algorithmic Evaluation: The
Effect of Algorithmic Evaluation on
Consumer Thinking and Task Performance”
European Association for Consumer
Research Conference
Amsterdam
2023

Prix S., Zimmermann J.L., de Bellis E.:
“Frenemy: When Collaborating Versus
Competing with New Technologies is
Beneficial”
Theory and Practice in Marketing
Conference
Lausanne, Switzerland
2023

Prix S., Zimmermann J.L., de Bellis E.:
“From Collaboration to Competition - How
New Technologies and Consumers Can
Coexist and Thrive”
Association for Consumer Research
Conference
Seattle, Washington, USA
2023

Roggenkamp H.; Hildebrand C.A.
“Studying Social Media: The Case of
Hashtag Hijacking”
Marketing and the Creator Economy
Conference
Columbia Business School, New York, USA
2023

Winder P., Hildebrand C.A.:
“Risky crypto: The effect of cryptocurrency
as payment method on trust in consumer-
firm relationships”
Association for Consumer Research
Conference
Seattle, Washington, USA
2023

Zehnle M. & Hildebrand, C. A.: “Algorithm
Aversion Is Real but Nuanced:
A Meta-Analysis of 20 Years of Algorithmic
Decision-Making”
EMAC
Odense, Copenhagen, Denmark
2023

Editorships:

Clemens Stachl

- Frontiers Social Psychology -
Computational Social Psychology
(Associate Editor)

Tobias Ebert

- Frontiers Social Psychology -
Computational Social Psychology
(Associate Editor)
- Special Issue Editor «Regional
Cultural Differences” in Current
Research in Ecological and Social
Psychology (CRESP)

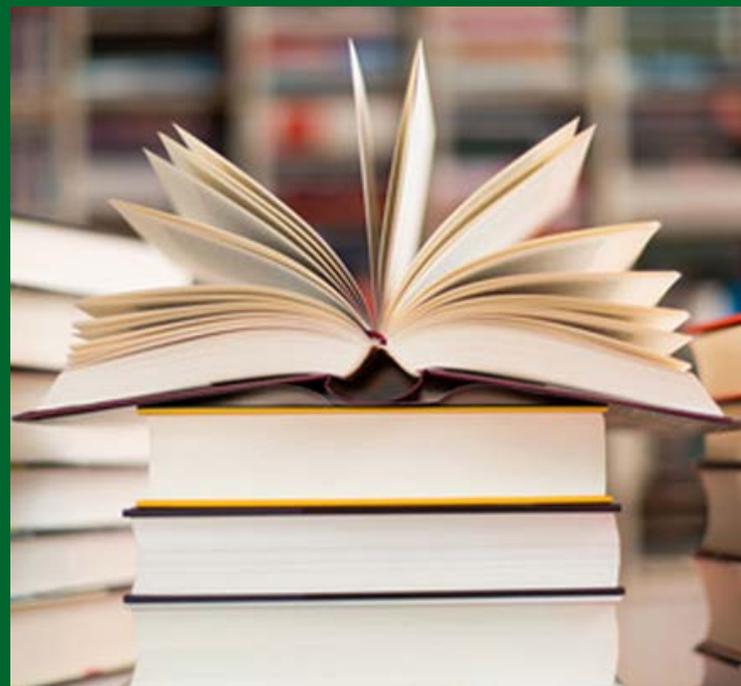
Editorial Review Boards:

Christian Hildebrand

- Journal of Consumer Research (*JCR*)
- International Journal of Research in
Marketing (*IJRM*)

Emanuel de Bellis

- Journal of Consumer Research (*JCR*)
- Journal of Political Marketing (*JPM*)



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DATA MINING FOR BUSINESS ANALYTICS

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Fundamentals of Predictive Analytics with JMP®

Multivariate Data Analysis

APPLIED REGRESSION ANALYSIS and GENERALIZED LINEAR MODELS

How to Measure Anything

STATISTICS WITH JASP

Teaching

With nearly twenty own courses and numerous contributions to courses offered by fellow HSG institutes, we aim to help learners at all levels to develop new skills and ways of thinking. Our teaching style is people-centered, interactive, and skill-oriented. Students describe our courses as challenging and requiring a high level of commitment, but they also perceive them as rewarding, contributing significantly to their professional development and critical thinking.

Bachelor Courses

- Methods: Empirical Social Research (de Bellis)

Master Courses

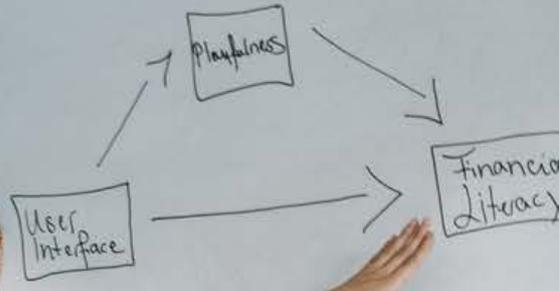
- Artificial Intelligence and Behavioral Science (CEMS; de Bellis, Hildebrand, Ebert, Stachl)
- Behavioral Science and Technology (MBI; de Bellis, Stachl)
- Biostatistics (JMM; de Bellis)
- Consumer Behavior and Research Methods (MiMM; Hildebrand, Stachl, Scharfenberger)
- Introduction to Machine Learning in R (CEMS elective; Stachl)
- Machine Learning for Marketers (MiMM; Hildebrand)
- Marketing Analytics and Behavioral Insights (MCS; Hildebrand)
- Mobile Sensing and Behavioral Metrics (MBI; Stachl)
- Power of Place: How Locations Shape Business Innovation and Success (Master Elective; Ebert)
- Software Assessment: From Planning to Experimentation (MBI/CS; Schöning, Stachl, Weber)

PhD Courses

- Basics in Experimental Research (PMA; de Bellis, Sirén)
- Research Seminar on Marketing & Behavioral Science (PMA; de Bellis, Hildebrand, Ebert, Stachl)
- Statistics with R (PMA; Hildebrand)
- Writing Excellent Dissertations in Marketing (PMA; Hildebrand)

Executive Courses

- Analytics for Managers (Hildebrand)
- Behavioral Experiments & A/B Tests for Managers (de Bellis)
- Customer Excellence in the Age of Data (Hildebrand)
- Modern Marketing: From Funnels to Dynamic Sales Loops (Hildebrand)
- Digitalization & Smart Data Analytics (Hildebrand)



Ongoing Dissertations

Pietro Aluffi is a Research Associate and PhD Candidate at the Institute of Behavioural Science and Technology at the University of St Gallen. His work focuses on quantitative modelling of human behaviour using mobile sensing and other computational technologies. He is investigating human vulnerability-factors related to disinformation.

Pietro holds a B.Sc. in Finance from the University of Sussex and a M.Sc. in Financial Technology from Imperial College London. In his master thesis, Pietro relied on semantic analyses including topic modelling on financial news outlets to propose policy uncertainty indices to compare different countries. Before joining the IBT, Pietro gained industry experience working as a risk management data scientist.



Pietro Aluffi | M.Sc.

Maximilian Bergmann is a Research Associate and PhD Candidate at the Institute of Behavioral Science and Technology at the University of St. Gallen. His research focuses on how new technologies and computational methods can be leveraged to better understand and model human behavior, experience, as well as individual differences. In his current work, he is interested in human cognitive factors (e.g., abilities, traits, and momentary states), their manifestation in everyday life, and how they can be predicted from digital footprints (e.g., mobile-sensing data) by applying AI/machine learning techniques.

Max received a B.Sc. in Psychology as well as a B.A. in Sports Science and Business Administration from Eberhard-Karls University Tuebingen, as a scholar of the university's parallel degree program. He then achieved a M.Sc. in Psychology with a specialization in business-, organizational-, and applied social psychology.



Max Bergmann | M.Sc.

Hauke Roggenkamp is a Doctoral Research Associate since June 2022 at the Institute of Behavioral Science and Technology at the University of St Gallen, who is interested in the nexus of experimental economics, as well as behavioral and marketing science. Current projects of his focus (amongst other) on how voice modalities affect pro-social behavior through image concerns and trend hijacking on twitter.

Hauke received his B.Sc. in Economics from the University of Heidelberg, spending a term at the University of North Carolina at Greensboro. Subsequently, he completed his M.Sc. in Economics at the University of Copenhagen. Prior to joining the IBT, Hauke has been working as a web analyst. In addition, he investigated pro-social behavior under uncertainty as a Research Associate at the Cluster of Excellence “Climate, Climatic Change, and Society” in Hamburg.

Anush Sridhar is a Research Associate and PhD Candidate at the Institute of Behavioral Science and Technology at the University of St Gallen. His research interests include human-technology relationship and financial decision-making. Anush's current research projects involve exploring the behavioral consequences of owning unique NFTs, and investigating the perception and adoption of technologies over time.

Anush received his B.A. (Honours) in Economics from Christ University. Following that, he completed his M.Sc. in Behavioural and Economic Science from the University of Warwick.

Philipp Winder is a Research Associate and PhD Candidate at the Institute of Behavioral Science and Technology at the University of St. Gallen. His research focuses on behavioral finance and digital finance, examining how new technologies affect consumer financial behavior. Philipp seeks to shed light on how new technologies can be harnessed to effectively change consumers’ financial behavior. In his current research projects Philipp focuses on the effects of deepfakes and cryptocurrencies on financial decision-making. He also investigates how digital footprints can help predict consumer financial decisions. In addition, Philipp is exploring the relationship between environmental variables, job satisfaction, and performance in the context of New Work.

Philipp received a Bachelor of Science and Master of Science from the Technical University Munich in Information Systems. Additionally, he received a Master of Science from the Technical University Munich in Technology and Management specializing in Finance and Accounting.



Hauke Roggenkamp
| M.Sc.



Anush Sridhar | M.Sc.



Philipp Winder | M.Sc.

Jonas Görgen is a third year PhD student at the Institute of Behavioral Science and Technology, University of St. Gallen. He is interested in the intricacies of consumer responses to new technologies. In his projects, he is currently looking at how consumers construe their autonomy in relation to smart products, adapt their thinking when being hired by algorithms, and behave selfishly when owning unique NFTs.

Jonas received his B.Sc. in Business Administration from the University of Mannheim, spending a term at the University of Toronto. After that, he completed his M.A. in Marketing Management at the University of St. Gallen.



Jonas Goergen | M.A.

Sophia Prix is a Research Associate and PhD Candidate at the Institute of Behavioral Science and Technology at the University of St. Gallen. Her main research area lies in how new technologies can be leveraged to better understand and predict human behavior and psychological functioning. She is currently working on how human relationships can be transferred to autonomous products to increase performance and collaboration. Likewise, she is interested in how behavioral interventions potentially affect decision-making and consumer behavior, but also compliance and action-taking regarding sustainability.

Sophia received a Bachelor of Science in Psychology from the University of Strasbourg. After that she completed a Master of Science in Psychology with a specialization in Social, Economic, and Decision-making Psychology at the University of Basel.



Sophia Prix | M.Sc.

Meike Zehnle is a Research Associate and PhD Candidate at the Institute of Behavioral Science and Technology at the University of St. Gallen. She has a main research focus on the psychological mechanisms and behavioral consequences of human interaction with conversational AI. In her current projects, she particularly examines how such interactions (e.g., with chatbots) affect financial decision-making, the acceptance of advice and written communication.

Meike received a Bachelor of Science in Business Administration and Economics with a specialization in Management and Marketing from the University of Passau and a Master of Science in Consumer Science with a specialization in Consumer, Technology and Innovation from the Technical University of Munich.

Jenny Zimmermann is a Ph.D. candidate at the Institute of Behavioral Science and Technology at the University of St. Gallen. She received a national scholarship for a research stay at Rotterdam School of Management, Erasmus University. In her dissertation, Jenny investigates consumer perceptions of autonomous technologies. She is particularly interested in how product relationships evolve from higher levels of product autonomy (as evidenced by nicknaming practices). Additionally, Jenny investigates how product perceptions change as a result of specific features of new technologies, such as their ability to move autonomously.

Jenny earned a Bachelor of Science in Physics from Heidelberg University and a Master of Science in Physics and Management from the University of Ulm.



Meike Zehnle | M.Sc.



Jenny Zimmermann | M.Sc.

Defended Dissertations

Fotis Efthymiou has successfully defended his thesis, titled “New Directions in Voice Analytics and Conversational AI: How Voice Design Shapes User Experience and Behavior”, supervised by Christian Hildebrand and Emanuel de Bellis. His research offers marketers new insights into the optimal design of computerized voices and how to best match computer-generated voices to product features. He conducted large-scale field experiments and worked closely with technology companies such as Logitech during his PhD thesis.



Fotis Efthymiou | Dr..



Francesc Busquet successfully defended his Ph.D. thesis: "Multimodal Consumer Insights: Leveraging the untapped potential of unstructured data" supervised by Christian Hildebrand and Siegfried Handschuh (School of Computer Science). His research offers new methods for text and voice analytics, helping organizations to identify and benchmark, for example, how consumers refer to nuanced product features in written or spoken communication. He starts as a consultant in the newly founded generative AI unit at PwC Consulting in Switzerland.



Francesc Busquet | Dr.



IBT Highlights 2023

1 - Welcoming the ESKAS Scholars to the University of St.Gallen!

We hosted a warm welcome event for both new and returning students under the ESKAS (Swiss Government Excellence Scholarships) program in the HSG Living Lab at the IBT.

The event was an excellent opportunity for scholars to network, share their experiences, and build connections.



2 - Christian Hildebrand has been elected as the Vice Dean of the School of Management

Christian Hildebrand will serve as the incoming Vice Dean of the School of Management (SoM-HSG) - Universität St.Gallen and will support the re-elected Dean Reinhard Jung for the next two years! This is an important step forward also for the IBT to reinforce our commitment and service to help shape the future of the school.

3 - The Swiss Robobarista

Our doctoral student Jonas Goergen teamed up with Swiss Smyze AG, The Swiss Robobarista, to conduct an experiment examining consumer evaluations of robotic services.

As robots become increasingly common in serving customers, it is important to understand their impact on customer experiences. By conducting such experiments in real-world settings, we increase the ecological validity of our findings beyond what we observe in the lab or online—something that is crucial when investigating transformative changes at the intersection of behavioral science and new technologies.



4 - Welcome Tobias Ebert

Tobias Ebert joined the IBT as Assistant Professor in August 2023. Tobias obtained his PhD in 2020 from the University of Mannheim. Before joining the IBT, he has worked as a Postdoc at Columbia University in the City of New York and the University of Mannheim.

Assistant Professor

Welcome,
Tobias!

“ I have a background in psychology and economic geography. My work combines theory, data, and methods from different disciplines. The IBT provides an ideal environment to conduct such interdisciplinary research. ”



5 - IBT Research Seminar Series with Markus Weinmann

In February, we welcomed Markus Weinmann, Professor of Business Analytics, Universität Köln to present his work on “How Project Images Influence Crowdfunding Success” at SQUARE.

6 - Research meets teaching

A publication of a new method paper on machine learning for psychologists by a cross-disciplinary team of researchers from LMU Munich and University of St.Gallen - Florian Pargent, Dr. Ramona Schödel and Clemens Stachl.

In an era where data-driven insights are re-defining the landscape of behavioral sciences, supervised machine learning gains traction as a powerful analytical tool. The integration of ML concepts into university curricula has not kept up with the fast pace of technology development.

This tutorial bridges this gap by offering an in-depth introduction to supervised machine learning in the context of psychology and behavioral science with clear explanations for fundamental concepts.



7 - DPPD Conference!



As a keynote speaker at the biennial conference of the DPPD, Clemens Stach discussed the fascinating development of psychological assessment of individual differences in his talk titled “From Ancient China to Language Models - Old and New Approaches to the Representation of Individual Differences”.

8 - Collaboration & Academic Exchange at the TUM School of Management



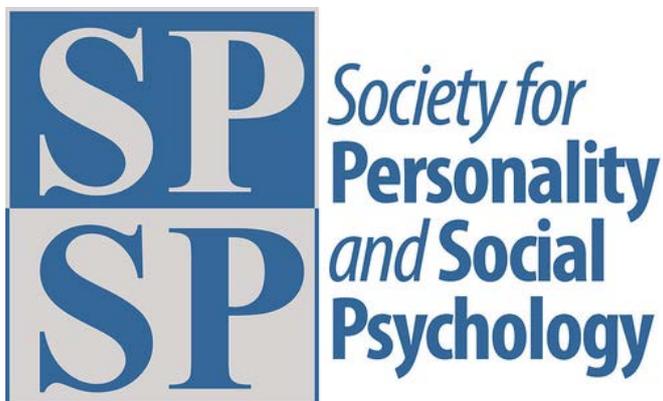
In September, Christian Hildebrand and our PhD students Francesc Busquet, Hauke Roggenkamp, and Philipp Winder had an amazing time at the Digital Marketing chair of the TUM School of Management.

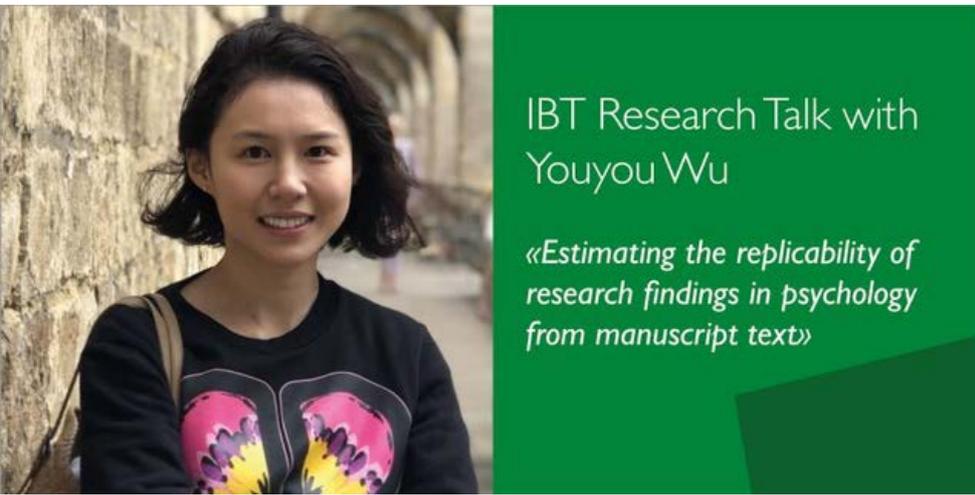
We joined forces with Jochen Hartmann and his bright PhD students for a deep dive into our ongoing research projects and the latest developments at the intersection of Generative AI, Consumer Behavior & the analysis of unstructured Data.

9 - SAGE Emerging Scholar Award

Tobias Ebert has won an early career award honouring outstanding performance in research, teaching and service during the first three years after PhD.

This is a great recognition of Tobias Ebert's interdisciplinary work where he uses diverse data sources (e.g., online surveys, digital footprints, historical archival data) to show that psychological attributes vary across space (e.g., that some cities or regions are more open minded than others) and that this variation may impact crucial outcomes such as wellbeing, entrepreneurship, or innovation.





10 - IBT Research Seminar Series with Youyou Wu

In March, we had the pleasure to host Youyou Wu, Assistant Professor in Psychology at University College London (UCL) to present her latest work on the algorithmic estimation research replicability. Her research focuses on personality expressions in the digital space as well as metascience and methodology, particularly reproducibility. Youyou's work has been published in leading journals such as PNAS, Nature Communications, and Psychological Science, and has been covered by global outlets such as BBC, the New York Times, and the Economist. Her research has also informed policy documents by organizations including the European Union and the Australian government.

11 - IBT Research Seminar Series with Marija Slavkovic

We had the pleasure to host Marija Slavkovic from University of Bergen (UiB), for an inspiring research talk on the important topic of AI and the privacy problem as part of her visit at the Institute of Behavioral Science and Technology (IBT-HSG).

Her research in the field of artificial intelligence includes multi-agent systems, machine ethics, and computational social choice.



13 - 4th Symposium on Big Data and Research Syntheses in Frankfurt

In 2023, Prof. Clemens Stachl and PhD candidate Pietro Alessandro Aluffi presented at the 4th symposium on big data and research syntheses hosted by the ZPID - Leibniz-Institut für Psychologie in Frankfurt. Here, researchers and academics presented various works at the intersection of new technologies, big data and psychological research.

Clemens Stachl gave a keynote on the potential outcomes, both positive and negative, of psychological assessment in the context of large language models and Artificial Intelligence.

Pietro Aluffi presented an ongoing research project, which focuses on identifying and forecasting the spread of misinformation within Reddit communities using psycholinguistic features and language embeddings.



14 - Team Retreat 2023

We made it a tradition to have a hiking retreat each summer. As in the previous three years, we went to the Alpstein massif to take some time to zoom out and discuss the institute development from a broader perspective.

Along with our institute members, we were delighted to have Dr. Tobias Ebert as part of the hiking team.

The weather was perfect, and we had a fantastic time exploring the beautiful trails together. We were also fortunate enough to have a nearby lake to cool down.

15 - IBT Research Talk Series - Reto Hofstetter

His current research focuses on digital consumer behavior, social media, influencer marketing, crowdsourcing, open innovation, and much more. His research has been published in top-tier academic journals, including the Journal of Marketing Research, Management Science, and PNAS, and has been featured by Forbes, Harvard Business Review, and National Geographic.



17 - IBT at Association for Consumer Research (ACR) Conference

Contributing to our understanding on consumer-algorithm relationship, Meike Zehnle and Jonas Goergen presented their work at the special session titled "Looking Back and Moving Forward: Current State of Research and New Insights on the Consumer-Algorithm Relationship".

- Meike Zehnle presented her research with Christian Hildebrand, "Algorithm Aversion is Real, but Nuanced: A Meta-Analysis of 20 Years of Algorithmic Decision-Making".
- Jonas Goergen, together with Emanuel de Bellis, presented "Thinking Like an Algorithm: Anticipating Algorithmic Judgment Alters Consumer Thinking and Decision-Making".
- Jonas Goergen also brought forward his research, "Zero-Sum Beliefs in Autonomy Influence Consumer Perception and Use of Autonomous Products", at both a conference session and the doctoral colloquium. In collaboration with Gergely Nyilasy and Emanuel de Bellis, he delved into how beliefs about autonomy affect consumer interactions with autonomous products.
- Anush Sridhar, presenting his maiden project, examined the behavioral implications of unique NFT ownership. His research, "The Backfiring Effect of NFTs: Unique NFTs Trigger Entitlement and Selfishness in Crypto-Communities", was co-authored with Jonas Goergen, Emanuel de Bellis, and Reto Hofstetter.

During the doctoral colloquium, Jenny Zimmermann presented her project "Consumer Perception of Self-Moving Products", created in collaboration with Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni.



18 - IBT Research Seminar Series with Jochen Hartmann

As part of the IBT Research Seminar Series, we had the honor to welcome Jochen Hartmann from Technical University Munich. Jochen shared with us his work on the "To be clear: Ambiguity in multi-modal digital ads can be a double-edged sword."

19 - Creator Economy Conference at Columbia Business School

The conference that brought together academics, content creators, and executives. This gathering aimed to delve into various aspects of the Creator Economy, including influencers, podcasting, video creation, blogging, music production, and product development.

During this event, Hauke Roggenkamp introduced an experimental paradigm. This approach effectively balanced traditional vignette and platform studies (A/B-test), creating a more ecologically and internally valid experimental environment. It provided a unique opportunity to explore consumer behavior and digital marketing strategies within the dynamic landscape of the creator economy.

 **Columbia Business School**
Center on Global Brand Leadership

Marketing and the Creator Economy Conference



Nov 30 - Dec 1, 2023
Geffen Hall, New York, NY

In collaboration with the *International Journal on Research in Marketing*



20 - Retirement Announcement of Doris Maurer

It is with great gratitude that we announce Doris Maurer's well-deserved retirement after many years of supporting and managing the administration of the Institute of Behavioral Science and Technology (IBT).

Her contributions have played a major role in shaping the administrative framework of the IBT. Her unwavering commitment and tireless dedication have been instrumental in ensuring the smooth functioning of our institute.

As Doris transitions into retirement, her legacy of hard work and dedication will continue to inspire us. We extend our heartfelt appreciation to Doris for her exemplary service and wish her a fulfilling retirement.



Outlook

As we move forward into 2024, the IBT looks forward to a transformative year, with major initiatives in research, expanding our education and teaching portfolio, and expanding our outreach and international collaborations.

Major research grants are in the starting phase, such as the ACTWELL project, being one of the largest project funding at the university with over CHF 800,000 and several funded doctoral and post-doctoral research positions. Further grants examine the impact of autonomous products on consumer well-being, how increasingly AI-generated investment advice impacts consumer financial decision making, or how regional personality shape residential choice and regional development.

In the coming year, we will also contribute to several **requested new methods courses to HSG's curriculum** such as in the *Master of General Management* and *Master of Computer Science* (Marketing Analytics and Behavioral Insights) or new courses open to all programs (The Power of Place: How Locations Drive Business Success and Innovation).

We also further seek to **deepen our partnerships with top research institutions and companies** across Switzerland, Europe, and beyond. These collaborations will not only enhance our research capabilities but also provide students and faculty with an inspiring and stimulating research and learning environment. Following HSG's motto, *"From Insight to Impact"*.



Impressum

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