

## Marcel Seifert, BSc MSc PhD

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Behavioral Economics Research Group  
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[Personal website](#)

### RESEARCH INTERESTS

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Behavioral and Experimental Economics, Behavioral Finance

### CURRENT POSITION

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<b>Post-doctoral Researcher at the Behavioral Economics Research Group</b> Institute for Advanced Studies (IHS)	2024 – Present
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### EDUCATION

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<b>PhD (with distinction), Natural Sciences (Life Sciences – Biology).</b> University of Vienna. Thesis title: “Applying behavioral science to promote pro-environmental behavior: Experimental insights on determinants and interventions.” Supervisor: Harald Wilfing. Completed: December 2024.	2024
<b>MSc (with distinction), Anthropology</b> University of Vienna. Main subjects: Human Ecology and Behavioral Biology	2021
<b>BSc, Biology</b> University of Vienna. Main subject: Anthropology	2018

### PUBLICATIONS

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<i>Nature posters enhance subjective but not objective cleanness in public housing: Evidence from a field experiment</i> with K. Gangl, P.A.M. van Lange & S. Pahl	2025 <i>Journal of Environmental Psychology</i>
<i>Behavioral barriers impede pro-environmental decision-making: Experimental evidence from incentivized laboratory and vignette studies</i> with R. Hoffmann & G. Kanitsar	2024 <i>Ecological Economics</i>
<i>Can information provision and preference elicitation promote ESG investments? Evidence from a large, incentivized online experiment</i> with F. Spitzer, S. Haeckel, A. Gaudeul, E. Kirchler, S. Palan & K. Gangl	2024 <i>Journal of Banking and Finance</i>
<i>Achieving sustainable partnership in the United Nations in the framework of the Sustainable Development Goals</i> with T. Schnitzler & Carolina Tataje Gonzáles	2021 <i>Int. Journal of Sustainable Development</i>

### WORKING PAPERS

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<i>Sustainable finance literacy predicts investment behavior beyond general financial literacy: Evidence from two representative samples</i> with S. Palan, A. Ropret Homar, F. Spitzer, E. Kirchler & K. Gangl	2024 (submitted)
<i>Representative Personalities? A large-scale field experiment on a citizen assembly in Austria</i> with U. Bechtold, K. Gangl, M. Ibanez, G. Riener	2024
<i>Power and Interest in Sustainability Transitions: Combining Behavioral Insights with Stakeholder Analysis</i> with K. Gangl, K. Abstiens, A. Walter, F. Spitzer, E. Kirchler, S. Karmasin & C. Kimmich	2022 (Submitted)

## RESEARCH REPORTS AND POLICY BRIEFS

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<i>Sustainable financial knowledge is associated with more ESG investments and higher participation in the stock market</i> [Policy brief, in German] with K. Gangl	2024
<i>Cleanliness in waste disposal areas: The role of nature pictures, infrastructure and residents' other managing behavior</i> [Research report, in German] with K. Gangl, A. Knaub & A. Walter	2023
<i>Sustainable investment: What should you know and what is the level of knowledge in Austria?</i> [Policy brief, in German] with K. Gangl, F. Spitzer & K. Abstiens	2023
<i>Energy crisis – what to do? Behavioral science recommendations</i> [Policy brief, in German] with K. Gangl, K. Abstiens, E. Gsottbauer, E. Kirchler, G. Riener & A. Walter	2022
<i>Why knowledge does not always lead to action: An experimental study on barriers to climate-friendly behavior in the laboratory and in the field</i> [Research report, in German] with R. Hoffmann & G. Kanitsar	2021

## WORK-IN-PROGRESS

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<i>Educative nudges vs. default nudges: Comparing approaches for promoting sustainable finance literacy and sustainable investments.</i> with S. Palan, F. Spitzer, E. Kirchler & K. Gangl
<i>Sustainable finance literacy in the Netherlands.</i> with S. Zeisberger & J. Goossens
<i>The role of other-managing behavior in littering in community housing waste disposal areas.</i> with K. Gangl, P.A.M. van Lange & S. Pahl

## RELEVANT POSITIONS

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<b>Research Positions</b>	
Behavioral Economics Research Group, Institute for Advanced Studies (IHS)	06/21 – 12/24
Vienna Institute of Demography, Austrian Academy of Sciences	02/21 – 08/21
Regional Academy on the United Nations, Vienna, Austria	06/20 – 12/20
Institute of Technology Assessment, Austrian Academy of Sciences	06/19 – 07/19
Department of Cognitive Biology, University of Vienna	01/18 – 06/18
<b>Industry Positions</b>	
Research Volunteer, inoqo GmbH, Vienna, Austria	02/21 – 10/21
Research Assistant, EFS Consulting, Vienna	11/16 – 02/17

## TEACHING EXPERIENCE

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<b>University of Vienna.</b> Co-teaching in the “Bachelor thesis” seminar in Psychology (supervision of student groups) and lecturing on statistics	2021 – 2022
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## RESEARCH STAYS

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<b>Chair of Finance, Radboud University, Nijmegen, NL</b> Host: Stefan Zeisberger	04/24 – 06/24
<b>Department of Public Finance, University of Innsbruck, AT</b> Host: Esther Blanco	May 2023
<b>Stavanger Business School, University of Stavanger, NO</b> Host: Simone Haeckl	June 2022

## EXTRACURRICULAR EDUCATION & SCHOOLS

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<b>Experimental Finance Summer School</b> , Society for Experimental Finance.	2023
<b>Spring School on Credence Goods, Incentives and Behavior</b> , SFB (Special Research Unit) Credence Goods, Incentives and Behavior.	2023
<b>Revise and Revitalize Winter School</b> , Ludwig Boltzmann Gesellschaft (LBG).	2022
<b>Regional Academy on the United Nations</b>	2019 – 2020

## AWARDS, GRANTS AND SCHOLARSHIPS

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Best Paper Award – Category: Sustainability (BFGA 2024 Conference) for Job Market Paper on <a href="#">Sustainable finance literacy</a>	2024
Travel grant, Vienna Doctoral School of Ecology and Evolution	2024
Grant “Internationale Kommunikation“, Austrian Research Association	2022, 2023
Research grant, StartClim2020 (PI: Roman Hoffmann)	2020
Research scholarship, University of Vienna & Federal Ministry of Science	2020
Grants for conference participation, University of Vienna	2018, 2020
Annual Performance Scholarship, University of Vienna	2015 – 2019

## LANGUAGES AND SOFTWARE

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Languages	German ( <i>native speaker</i> ), English ( <i>fluent</i> ), Spanish ( <i>basic</i> )
Software	R, SPSS, Stata, Qualtrics, Limesurvey, MS Office

## ACADEMIC SEMINARS AND CONFERENCES

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- 2024:** Conference on Behavioral Research in Finance, Governance and Accounting (BFGA) (online), Society for Experimental Finance Conference (Stavanger, NO), Experimental Sustainable Finance Symposium (Nijmegen, NL), Idea Lab Radboud University (Nijmegen, NL), VDSEE Symposium 2024 (Vienna, AT)
- 2023:** Subjective Probability, Utility, and Decision Making (Vienna, AT), Society for Experimental Finance Conference (Sofia, BG)
- 2022:** International Association for Research in Economic Psychology (IAREP) Conference (Kristiansand, NO), Evidence-Based Policy Making Conference (Vienna, AT)
- 2021:** Public Presentation Doctoral School Ecology and Evolution (online)
- 2020:** Vienna Anthropology Days (online), Environmental Social Sciences Workshop (Bern, CH), Academic Council on the United Nations System (online), Regional Academy on the United Nations Conference (Vienna, AT)
- 2018:** Urban Transitions Conference (Barcelona, ES), Human Behavior and Evolution Society Conference (Amsterdam, NL)