

Mag. Axel SONNTAG

Department of Economics
Vienna University of Economics and Business

Augasse 2-6, A1090 Vienna, Austria
Phone: +43-1-31336-5822, Fax: +43-1-31336-905822
axel.sonntag@wu.ac.at



Personal data	Date of birth: 1982, April 29 th Citizenship: Austrian
Education	2007 – Vienna University of Economics and Business PhD programme in Economics Focus: Economic Decision Making 2002 – 2007 Vienna University of Economics and Business Graduate programme in Economics (4 years) Focus: Energy Policy Modelling 1996 – 2001 Higher Technical College for Electronics, TGM Vienna (Graduation with honors)
Current position	since 2008 Teaching and Research Associate , Department of Economics Vienna University of Economics and Business
Positions held	2006 – 2008 Research and Teaching Assistant, Department of Social Sciences Vienna University of Economics and Business 2006 Research Assistant, Department of Social Sciences Vienna University of Economics and Business
Research interests	<u>Economic Decision Making:</u> <ul style="list-style-type: none">• Behavioral and Experimental Economics• Heuristic Decision Making• Strategy Selection, Metaheuristics• Effectiveness of Policy Instruments (e.g. Carbon Trade)
Teaching experience	<ul style="list-style-type: none">• Applied Microeconomics ('Excellence in Teaching' Award), since 2008• Environmental Economics, 2007 to 2008

Publications

Chapter in Book

Sonntag, Axel, Schubert, Uwe. 2011. Choosing between technological options in climate policy: Pitfalls in assessing their efficiency. In: Wirtschaft-Gesellschaft-Natur, Hrsg. Schubert, Uwe / Pinter, Djordje, Marburg: Metropolis-Verlag

Articles in Scientific Journals / Magazines

Sonntag, Axel, Schubert, Uwe. 2009. Klimapolitik ganzheitlich denken. Ökologisches Wirtschaften, 01.07.

Sonntag, Axel. 2008. Perspektiven zur Reduktion des Erdölverbrauchs im österreichischen Straßenverkehr. SAFRAN - Schlaininger Arbeitspapiere für Friedensforschung, Abrüstung und nachhaltige Entwicklung.

Contributions to the Proceedings of a Meeting

Sonntag, Axel. 2009. Understanding Household Energy Behavior - The multi person case. In New Economic Challenges, Hrsg. Mgr. Petr Cervinek, 356-361. Brno: Tribun EU.

Sonntag, Axel, Schubert, Uwe. 2008. Input-output-analysis as a holistic approach to evaluate and rank energy policy actions. In Towards a holistic approach based on science and humanity, Hrsg. SCHNITZER, Hans, ULGIATI, Sergio, 351-359. Graz, Austria: Verlag der technischen Universität Graz

Presentations at Scientific Conferences and Meetings

Sonntag, Axel. 2011. On how perceived importance triggers decision effort. 6th Alhambra Experimental Workshop, Granada, Spain, 13.10.-15.10.

Sonntag, Axel. 2011. Choosing the choice rule. Economic Science Association 2011 European Meeting, Luxembourg, Luxembourg, 14.09.-17.09.

Sonntag, Axel. 2011. Adaptive search in uncertain decision environments. Subjective Probability, Utility, and Decision Making Conference, Kingston upon Thames, Great Britain, 21.08.-25.08..

Sonntag, Axel. 2011. Choosing the Choice Rule. 45th Annual Conference of the Canadian Economic Association, Ottawa, Canada, 02.06.-05.06.

Sonntag, Axel. 2011. An economic metaheuristic to account for strategy selection behaviour. Staff seminar of the Department of Economics, Kindberg, Austria, 28.05.

Sonntag, Axel. 2011. Choosing the choice rule - an economic metaheuristic to account for strategy selection behaviour. Annual Workshop on Behavioural and Experimental Economics, Florence, Italy, 29.04.-30.04.

Sonntag, Axel, Lechner, Julia, Hössinger, Reinhard, Stark, Juliane, Maier, Gunther, Sammer, Gerd. 2010. Emissions Trading on the Road: Potential Design Options and their Impact on Traffic Volume and vehicle fleet efficiency in Austria. 33rd IAEE International Conference, Rio de Janeiro, Brazil, 06.06.-09.06.

Sonntag, Axel. 2010. The importance of environmental factors for decision strategy selection. 2nd international PhD students conference, Brno, Czech Republic, 20.01.-21.01.

Sonntag, Axel. 2009. Is perceived significance determining decision strategy selection?. Staff seminar at the WU, Department of Economics, Vienna, Austria, 16.11.

Sonntag, Axel. 2009. Empfundene Bedeutsamkeit als bestimmender Faktor bei der Auswahl von Entscheidungsstrategien. Jahrestagung der Gesellschaft für experimentelle Wirtschaftsforschung, Essen, Germany, 15.10.-17.10.

Sonntag, Axel, Lechner, Julia, Maier, Gunther. 2009. Emissions Trading on the Road: Potential Design Options and their Impact on Traffic Volume and Fleet Efficiency in Austria. 10th IAEE European Conference, Vienna, Austria, 07.09.-10.09.

Sonntag, Axel, Schubert, Uwe. 2009. Ganzheitliche Evaluation der Emissionsauswirkungen energiepolitischer Maßnahmen mittels I-O Analyse. 6. Internationale Energiewirtschaftstagung (IEWT 2009), Vienna, Austria, 11.02.-13.02.

Sonntag, Axel. 2008. Individualization as Key Factor for Energy Sustainability. My-PhD 2008 – International Forum of Social Science PhD Students, Bratislava, Slovak Republic, 05.06.-08.06.

Sonntag, Axel, Schubert, Uwe. 2008. Input-output-analysis as a holistic approach to evaluate and rank energy policy actions. Advances in Energy Studies - 6th Biennial International Workshop, Graz, Austria, 29.06.-02.07.

Sonntag, Axel. 2007. Perspektiven zur Reduktion des Erdölverbrauchs im österreichischen Straßenverkehr. 24. Internationalen Sommerakademie des ÖSFK Burgschlaining, Stadtschlaining, Austria, 09.07.-13.07.

Invited Lectures

Sonntag, Axel, Lechner, Julia, Maier, Gunther. 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.

Sonntag, Axel. 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.

Research Reports, Expertise

Stark, Juliane, Link, Christoph, Lechner, Julia, Sonntag, Axel, Hössinger, Reinhard, Sammer, Gerd, Maier, Gunther. 2011. Emissionshandel im Straßenverkehr. Vienna: Vienna University of Economics and Business / University of Applied Life Sciences, Vienna.

Sonntag, Axel, Wächter, Petra, Schubert, Uwe, Colard, Armand, Niedermair, Markus. 2008. A Monetary evaluation of Austria's Energy Footprint for the years 2010 - 2050. Wien: Wirtschaftsuniversität Wien.

Loibl, W., Darnhofer, I., Tötzer, T., Knoflacher, M., Walz, A., Sedlacek, S., Loibl, C., Edegger, S., Gebetsroither, E., Sonntag, A. 2008. Globaler Wandel und seine Auswirkungen auf Landschaft und Gesellschaft. Szenarien künftiger Entwicklung und Lösungsstrategien zur Minderung negativer Effekte. Wien: Institut für Regional- und Umweltwirtschaft, WU-Wien.

Diploma Thesis

Sonntag, Axel. 2007. Fossile Energieträger im österreichischen Straßenverkehr - ein systemtheoretischer Ansatz zur Reduktion des Erdölverbrauchs. Diplomarbeit, Institut für Regional- und Umweltwirtschaft.

Current working papers

Sonntag, Axel. Unpublished. Impatient decision makers – the effect of non-monetary search costs on information acquisition patterns

Link, Christoph, Stark Juliane, Sonntag, Axel, Hössinger, Reinhard. Unpublished. Contribution of an emission trading scheme to reduce road traffic induced CO₂ emissions in Austria

Sonntag, Axel. Unpublished. The elderly's choice – on how age affects adaptive decision making

Sonntag, Axel. Unpublished. Short Search Sequences – building a grammar of strategy selection

Attracted External Research Funding

MACZE - Effects of an EU-wide trade of CO₂ certificates on the Austrian road transportation. 2008-2011. Funded by the Austrian "Klima – und Energiefonds". EUR 37.500,- (total project volume EUR 98.000,-)

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. EUR 56.700 (total project volume EUR 86.000,-)

Other Qualifications and Activities

Scientific Advisory Boards

ReITELEWORK - Die Relevanz von Teleworking im aktuellen Umfeld der veränderten Anforderungen an die österreichische Mobilitätsstruktur. 2008 – 2010. Funded by the Austrian Research Promotion Agency (FFG)

Co-Supervision of Diplomatheses

Georg Dick, 2008. Potentiale eines mittels CO₂ Recycling erzeugten regenerativen Kraftstoffes mit einem besonderen Augenmerk auf dessen preisliche Konkurrenzfähigkeit. (Supervisor: Gunther Maier)

Julia Haslinger, 2008. Schwierigkeiten bei der Implementierung von Marketing- und Öffentlichkeitsarbeitsstrategien in Energieregionen. - Problemidentifikation und Lösungsfindung an den Beispielen „Energieregion Oststeiermark“ und „100% Erneuerbare Energie für Auland Carnuntum“. (Supervisor: Gunther Maier)

'Excellence in Teaching' Award 2011

For the extraordinary commitment and the didactical concept of the course "Applied Microeconomics". Granted by the Vienna University of Economics and Business.

Additional professional skills

Experienced in applying the following software packages / programming languages:

- z-Tree
- R
- PhP / MySQL / HTML
- LaTeX
- Vensim
- Office

Professional Memberships

- Economic Science Association (ESA)
- European Association for Decision Making (EADM)
- Gesellschaft für Experimentelle Wirtschaftsforschung (GfeW)
- Canadian Economic Association (CEA)

Community Activities:

- Member of the Department Conference of Economics at WU, since 2010
- Student representative for the diploma study of economics, from 2005 to 2007

Extra-Professional Experience:

- Head of the organizing committee of the "Herbstredoute" (an annual Viennese style ball with about 350 guests), since 2009
- Federal Secretary General of the "AktionsGemeinschaft", a student party at the Austrian national level, 2004 to 2005