

WU City of Vienna Best Paper Award

Objective

The WU City of Vienna Best Paper Award is a distinction awarded to the best articles published in the previous year, and is intended to encourage WU researchers to publish in internationally recognized journals.

The WU Best Paper Award will be awarded in the following categories:

Category 1: Focus on Individuals and Behavior

Topics that center on the psychological, cognitive, or behavioral mechanisms of individual consumers, users, employees, or decision-makers.

Examples:

- How cognitive biases influence individual financial decisions
- Personalization in digital products: How users exhibit different reactances to algorithmic recommendations
- Emotional dynamics in donation behavior (e.g., guilt, empathy, warm glow)
- User behavior in gamification systems (e.g., motivation, addiction mechanisms)
- How trust in AI assistants affects individual decision quality

Category 2: Focus on Organizations and Institutions

Topics that focus on companies, NGOs, government institutions, or other collective actors—not individual users.

Examples:

- How companies use AI to optimize decision-making processes in management
- Governance and incentive structures in crowdsourcing platforms
- Risk management and compliance strategies of banks regarding new technologies
- How NGOs measure their impact and develop organizational strategies for resource allocation
- Internal knowledge management processes in multinational companies

Category 3: Focus on Markets and Society

Topics that examine macroeconomic, societal, or market-wide dynamics.

Examples:

- How misinformation affects markets (e.g., crypto markets, food markets)
- Societal acceptance of new technologies and their impact on economic development
- Connections between social inequality and consumption patterns
- Interactions between global supply chains and sustainability goals

An additional prize will be awarded for New Research Avenues. This prize will be presented to a submission in any of the three categories to the most innovative paper, leading the way into new fields or connecting the research area to previously separated fields. It is NOT possible to submit publications for this prize, as it is awarded top down!

Maximum funding per application:

In 2026, the WU Best Paper Award will be endowed with EUR 28,000. This amount will be quartered, with each category winner, as well as the winner of the "New Research Avenues" category, receiving EUR 7,000. In case of a tie, an award may be split. The jury reserves the right of not awarding one or more prizes in case of insufficient or low quality of the submissions.

Requirements

The paper must have been published in 2025 and be assigned a complete citation (including year of publication, volume, etc.). A DOI number alone is not sufficient. A valid link must be provided for articles published in online-only journals.

In the paper, the applicant has to be clearly affiliated with WU. All researchers who are currently employed at WU, irrespective of position, are eligible to submit their papers for consideration. Other prizes awarded to the same paper and previously received WU Best Paper Awards are not grounds for exclusion. Books, articles in books, articles in edited volumes, conference contributions, dissertations and habilitations are not eligible.

Application

Please submit papers published in 2025 exclusively [through the online form provided](#).

Information to be provided:

- the submission category
- a brief statement of why this publication is worthy of the award (approx. 200 words)
- a copy of the nominated journal article in PDF format
- statements asserting that the person submitting the paper is the first author of the article and that the paper was published in the previous calendar year
- Submissions should fulfil certain quality criteria at a minimum: Papers should be published in journals which are listed as top journals in a WU internal journal rating or a relevant external rating (such as the Handelsblatt rating or VHB-JOURQUAL) or have an impact factor of at least 1.5. This does not dispute the fundamental scientific quality of the contributions submitted.

Application deadline

Please submit papers published in 2025 by April 6, 2026.

Decision

The evaluation of all submissions is conducted by a panel of experts selected by the WWTF. A separate panel of 3-4 international experts is selected every year for every category, in order to ensure a broad scope of backgrounds and an understanding of the fields involved. Every panel member reads and evaluates all submissions in their category.

The final decision for each category is made by all panel members of that category jointly in an online meeting chaired by the WWTF.

Information

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Target group

- Doctoral students
- Postdocs
- Habilitation candidates

- Professors

Eligible for funding

- Awards
- WU in-house funding