

WU-Jubiläumsstiftung Geförderte Projekte 2022 bis 2025

Antragsteller/in Institut	Projekttitle und Abstract
Melis Kartal (Department of Economics)	“Belief in (Fake) News” Our project is a large-scale study investigating the role of cognitive ability, overconfidence, motivated reasoning (due to partisanship, prior issue opinions, and ideology), and social influence in the processing of (mis)information.
Johanna Palcu (Institut für Marketing Management)	“It takes a broken record to mend the planet! Nudging consumers to sustainable actions (i.e. CO2 offsetting) through elements of gamification” The current project proposes a novel intervention strategy to address the “attitude-behavior gap” in the context of carbon offsetting.
Frantisek Tuma (Institute for Slavic Languages, Department of Foreign Language Business Communication)	“Interactions in meetings in a multinational company” This project aims at uncovering some of the aspects of the interactional architecture of internal meetings in multinational companies.
Christoph Huber (Institute for Markets and Strategy)	“Information avoidance and deception in financial risk-taking” The project addresses biases in financial risk-taking, such as the disposition effect and information avoidance, but also deception and (dis)honesty in financial advice, and will guide policymaking in financial regulation.
Katrin Hummel (Institute for Accounting & Auditing / Accounting & Reporting Group)	“The effects of the EU Non-Financial Reporting Directive on bank lending” In this project, we examine the effects of the adoption of the EU Non-Financial Reporting Directive (NFRD) on the lending behavior of banks in scope of the reporting mandate. More precisely, we investigate whether banks in scope of the NFRD have changed their loan pricing and loan amounts with respect to environmentally sensitive sectors following the directive’s implementation relative to those that are not in scope.
Victor Wegner Maus (Institute for Ecological Economics)	“Global deforestation impacts of Europe's metal and coal consumption” We will develop and test a pilot model to understand the global deforestation driven by the European demand for metals and coal. We will use satellite data products to measure mining land use and deforestation and link them to the global supply chains using the multi-regional input-output database GLORIA.
Claudia Wutscher (IOER)	“Automating the Rule of Law: Role and Potential of Legal Tech for Access to Justice” The project explores the role of Legal Tech in enhancing Access to Justice and the Rule of Law. In analysing specific use-cases, it aims to identify opportunities and limitations within the legal framework, including the Austrian constitutional and human rights law, for the application of Legal Tech in public administration and the judiciary.
Siham El Kihal (Institute for AI in Marketing Analytics)	“Toward the Point of No Return: Breaking the Cycle of Multi-Item Ordering Habits” The project addresses the economic and ecological impacts of excessive product returns driven by multi-item ordering (MIO) habits,

	where customers routinely order multiple items of a product to choose from.
Stefan Giljum (Institute for Ecological Economics)	<p>“Future-Proof Energy Technologies: Assessing Supply Chain Vulnerability to Climate Risks (FUTUREPROOF)”</p> <p>The FUTUREPROOF project aims to identify the most climate-resilient renewable energy technologies using a novel energy supply chain model. By conducting technology-specific vulnerability analyses, the project will facilitate informed energy technology choices that support the EU's energy transition, emphasizing both climate change mitigation and adaptation.</p>
Simon Heß (Department of Economics)	<p>“Kinship networks, local elections, and female representation”</p> <p>Construction of a detailed dataset on kinship networks in Nepal, and analysis of the impact of kinship ties on the selection and success of political candidates in local elections. Further, the project aims to lay the groundwork for a grant proposal to study the role of kinship networks in economic and political processes.</p>
Lucas Heinrich Kook (Statistics and Mathematics, Dept. Finance, Accounting and Statistics)	<p>“Learning causal structures from dependent data”</p> <p>This project aims to develop and apply novel machine learning-based conditional independence tests for discrete time series data to improve the discovery of causal relationships in complex systems where traditional experiments are not feasible. By applying the developed methods to macroeconomic time series and soccer event streams, the project seeks to improve causal understanding and decision-making in areas such as inflation control and player transfers.</p>
Katrin Hummel (Accounting & Reporting, Dept. Finance, Accounting and Statistics)	<p>“Mandating Sustainability Reporting: Regulatory Tools and Real Effects”</p> <p>We use the introduction of the Corporate Sustainability Reporting Directive and focus on three regulatory tools mandated by the European Sustainability Reporting Standards: the double materiality assessment, the climate scenario analysis, and the climate transition plan. Specifically, we examine how these regulatory tools influence companies' internal information sets and how this impact translates into sustainable corporate actions.</p>
Adel Aazami (Transport and Logistics Management, Dept. Global Business and Trade)	<p>„Sustainable Tourism Supply Chain Optimization: Enhancing Efficiency in Hotel Operations”</p> <p>This research proposal aims to enhance the sustainability of the tourism and hospitality industry by optimizing hotel supply chains to improve operational efficiency while reducing environmental impact. The project will develop a decision support system combining qualitative and quantitative insights to help hotel managers make data-driven decisions that balance profitability, guest satisfaction, and ecological responsibility</p>