

Course details

4.00 ECTS | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Kurs# 040 155

Course instructor: Dr. Catia Alves
Contact: catia.alves@univie.ac.at

Target audience

This course is intended for students pursuing master's degrees in Business Administration and International Business Administration.

The course is also open to students from other programs as well as guest students who are interested in the topic at hand.

Objectives & Content

This course uses behavioral science insights to provide students with a thorough understanding of how to transform people's lives for the better. In particular, the course offers new perspectives on marketing practices and new opportunities to make an impact on the world.

The classes will encourage students to think about and discuss the following topics:

- What is the role of marketing in creating a better world?
- What are the world's current challenges, and how do they impact businesses?
- Why and how should we implement behavioral changes for good?
- How can nudges help us improve decisions and what are their main limitations?
- What influences decision-making in the health and environmental setting?
- What can be done to boost pro-social behavior and morality?

Moreover, students will be able to learn and discuss current industry practices through a series of guest lectures on a variety of topics.

Overall, the course seeks to improve students' critical and strategic thinking to provide our future leaders with better and more powerful decision-making tools.

Course Structure

The course offers an interactive format composed of lectures, presentations, discussions and guest lectures in order to give students an integrated learning experience. Thus, students are expected to attend and actively participate in all lectures, guest lecturers, and group presentations.

Attendance at the first session is compulsory.

Groups:

Students will be asked to form groups of 3 or 4 elements. Each group will write an essay and do a presentation about an academic article.

Presentation:

The duration of each presentation is **15 minutes** (maximum), followed by **10 minutes** of discussion. Each student's allotted time should be distributed equally.

Students should cover the following topics:

- Overview of past research, the hypothesis under study, and the main findings of the article
- Main contribution of the article
- Critical analysis of the theoretical and/or methodological part (limitations found)

Please upload your presentation on moodle one day before the presentation.

Below is a list of the articles per group:

Group	Article	Topic
G1	Ridder, D., Kroese, F., & van Gestel, L. (2022). Nudgeability: Mapping Conditions of Susceptibility to Nudge Influence. <i>Perspectives on Psychological Science</i> , 17(2), 346–359.	Behavioral change
G2	Donkers, B., Dellaert, B. G. C., Waisman, R. M., & Häubl, G. (2020). Preference Dynamics in Sequential Consumer Choice with Defaults. <i>Journal of Marketing Research</i> , 57(6), 1096–1112.	
G3	Rifkin, J. R., Du, K. M., & Berger, J. (2021). Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts. <i>Journal of Marketing</i> , 85(3), 204–219.	Donations
G4	Robitaille, N., Mazar, N., Tsai, C. I., Haviv, A. M., & Hardy, E. (2021). Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment. <i>Journal of Marketing</i> , 85(3), 168–183.	
G5	Zhang, K., Cai, F., & Shi, Z. (2021). Do Promotions Make Consumers More Generous? The Impact of Price Promotions on Consumers' Donation Behavior. <i>Journal of Marketing</i> , 85(3), 240–255.	
G6	Chen, Y., Ghosh, M., Liu, Y., & Zhao, L. (2019). Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from the Hybrid Vehicle Market. <i>Journal of Marketing Research</i> , 56(6), 995–1011.	Environment
G7	Mookerjee, S., Cornil, Y., & Hoegg, J. A. (2021). From Waste to Taste: How “Ugly” Labels Can Increase Purchase of Unattractive Produce. <i>Journal of Marketing</i> , 85(3), 62–77.	
G8	Sun, J. J., Bellezza, S., & Paharia, N. (2021). Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption. <i>Journal of Marketing</i> , 85(3), 28–43.	

G9	Deliema, M., Shadel, D., & Pak, K. (2020). Profiling Victims of Investment Fraud: Mindsets and Risky Behaviors. <i>Journal of Consumer Research</i> , 46(5), 904–914.	Crime
G10	Lin, S. C., Reich, T., & Kreps, T. A. (2022). Feeling Good or Feeling Right: Sustaining Negative Emotion Following Human Suffering. <i>Journal of Marketing Research</i> , 002224372211269.	
G11	Wilcox, K., Kim, H. M., & Sen, S. (2009). Why do consumers buy counterfeit luxury brands? <i>Journal of Marketing Research</i> , 46(2), 247–259.	
G12	Bryan, C. J., Yeager, D. S., Hinojosa, C. P., Chabot, A., Bergen, H., Kawamura, M., & Steubing, F. (2016). Harnessing adolescent values to motivate healthier eating. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 113(39), 10830–10835.	Health
G13	Bryan, C. J., Yeager, D. S., & Hinojosa, C. P. (2019). A values-alignment intervention protects adolescents from the effects of food marketing. <i>Nature Human Behaviour</i> , 3(6), 596–603.	

Essay:

The essay should have a maximum of 10 pages long (including references). Please indicate on the front page your brand name, group number, students' names, students' IDs, and e-mails.

Formatting Guidelines

- Write in Times New Roman, size 12, and line space 1,5.
- Use the APA style for citations and references.

Content Guidelines

The essay should be composed of two parts:

1) Article-based content

- Quick overview of the article: main findings of the article and its limitations (summary of the presentation's content);
- Improvement suggestions: alternative explanations for the results, additional studies needed, changes in the theoretical framing, etc
- Future research ideas: possible extensions of the article

2) General recommendations & suggestions

- Recommendations for practitioners (use the guest lecture as inspiration)
- Personal statement on the future of business and the importance of the topics under study

Performance & Assessment criteria

Performance in the course will be assessed as follows:

- Individual performance (class attendance, participation, discussion) 10%
- Group presentation 40%
- Essay (1 week after group presentation) 50%

Grades will rely on the following scale:

- 1 ≥ 88%
- 2 ≥ 75%
- 3 ≥ 63%
- 4 ≥ 50%

Dates & Content

Day	Content	Hour	Class type
14/03	The marketing-role	9:45-11:15	Theoretical class
2/05	Behavioral change	9:45-11:15	Theoretical class
		15:00-16:30	Presentation: G1, G2
9/05	Donations	9:45-11:15	Guest lecture
		15:00-16:30	Presentation: G3, G4, G5
16/05	Environment	9:45-11:15	Guest lecture
		15:00-16:30	Presentation: G6, G7, G8
23/05	Crime	9:45-11:15	Guest lecture
		15:00-16:30	Presentation: G9, G10, G11
31/05	Health	9:45-11:15	Guest lecture
		15:00-16:30	Presentation: G12, G13

Registration/Deregistration

<https://ufind.univie.ac.at/>

Literature & Textbooks

Chandy, R., Johar, G., Moorman, C., & Roberts, J. (2021). Better Marketing for a Better World. *Journal of Marketing*, 85(3), 1–9.

Mertens, S., Herberz, M., Hahnel, U. J. J., & Brosch, T. (2022). The effectiveness of nudging: A meta-analysis of choice architecture interventions across behavioral domains. *Proceedings of the National Academy of Sciences of the United States of America*, 119(1), 1–10.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49.