

## RESEARCH INTERESTS

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Voice & Platform Analytics, Open & Metascience

## EDUCATION

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University of St. Gallen, St. Gallen, Switzerland	2025
Ph.D. in Management (summa cum laude, advisors: Christian Hildebrand and Johannes Boegershausen)	
Helmut Schmidt University, Hamburg, Germany	Expected Spring 2026
Ph.D. in Economics (Advisors: Stefan Traub and Michael Berlemann)	
Erasmus University Rotterdam, Rotterdam, Netherlands	Spring 2025
Visiting Research Scholar (Advisor: Johannes Boegershausen)	
University of Copenhagen, Copenhagen, Denmark	2015 – 2018
M.Sc. in Economics (Thesis Supervisor: Alexander Sebald)	
Heidelberg University, Heidelberg, Germany	2011 – 2015
B.Sc. in Economics (Semester abroad at the University of North Carolina at Greensboro)	

## PUBLICATIONS

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Roggenkamp, Hauke, Boegershausen, Johannes, & Hildebrand, Christian (2025). DICE: Advancing Social Media Research through Digital In-Context Experiments. *Journal of Marketing*, forthcoming.  
<https://doi.org/10.1177/00222429251371702>

Roggenkamp, Hauke (2025). A comment on ‘Growth and Inequality in Public Good Provision’: Testing the Robustness and Generalizability of Dynamic Public Good Games. *Journal of Behavioral and Experimental Economics*, 115, 102333. <https://doi.org/10.1016/j.soec.2024.102333>

Minnich, Aljoscha; Roggenkamp, Hauke; Lange, Andreas (2024). Ambiguity attitudes and surprises: Experimental evidence on communicating new information within a large population sample. *Journal of Economic Behavior and Organization*, 228 (2024): 106778. <https://doi.org/10.1016/j.jebo.2024.106778>

## RESEARCH IN PROGRESS

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Reiss, Michael. V., & Roggenkamp, Hauke. (2025). A Comment on “Negativity Drives Online News Consumption” (No. 199). I4R Discussion Paper Series. <https://hdl.handle.net/10419/311304> (prepared as part of a collaboration between the Institute for Replication and Nature Human Behaviour.)

“Beyond Words: Predicting Preference Strength From Vocal Cues” with Max Gaerth, Zhenling Jiang, and Christian Hildebrand.

“Credible science is reproducible science” with Michael Reiss, Susanne Adler Stefan Feuerriegel, Nicolas Pröllochs, Claire Robertson, and Felix Holzmeister (preparing Comment after expression of interest from *Nature Human Behavior*).

“Toxic Language Captures Attention: Evidence from 200 Million News Headline Impressions.”

“Climate-induced economic risks and cooperative behavior: An experimental analysis.” with Stefan Traub and Michael Berlemann.

## TALKS & PRESENTATIONS

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- 2025 University of Hamburg Business School | WU, Vienna | Bocconi, Milan | EMAC, Madrid | Lolonde Conference, Porquerolles | CTD Conference, Barcelona
- 2024 ACR Annual Conference, Paris | SAMS, Lucerne | MarkTech, New York City | RSM Lunch Club, Rotterdam
- 2023 SAMS, Lucerne | Marketing and the Creator Economy, New York City | Baruch PhD Seminar, New York City
- 2022 SAMS, Lucerne | International Conference on Crypto-Marketing, New York City

## AWARDS & HONORS

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2025 HSG Mini Research Grant: 1,250 CHF (approx. 1,330 EUR).  
2024 Impact Award: Swiss Academy of Marketing Science (runner up).  
2014 Baden-Württemberg-UNC Program (coverage of tuition fees for a term at the University of North Carolina).  
Alfred-Weber-Institute Student Research Fund (EUR 500 to fund economic experiments).

## TEACHING

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### Instructor (sole teaching responsibility)

Graduate: R Bootcamp (biannually since 2022)

### Teaching Assistant

Graduate: Brand development (Spring 2025)

Undergraduate: Summer School Behavioral and Experimental Economics (2017)

### Supervision

Graduate: Behavioral Science and Artificial Intelligence (biannually term projects since 2022)

Graduate: Master Theses (in Marketing and Economics)

Undergraduate: Bachelor Theses (in Marketing and Economics)

## SERVICE

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Outreach: Institute of Behavioral Science and Technology (IBT-HSG), Consumers+Technology Dialogue (CTD)  
Reviewing: La Londe Conference 2025, AMS Annual Conference 2025  
Methods: Code reviews and reproductions

## SELECTED DOCTORAL COURSEWORK

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2024 Applying open-source LLMs in Social & Behaviour Sciences (Dirk Wulff & Zakir Hussain)  
Data Scraping & Management for Social Scientists with R (Reto Hofstetter)  
2023 Open Science (Felix Holzmeister)  
Online Behavioral Research (Johannes Boegershausen & Gabriele Paolacci)  
2022 Deep Learning: Fundamentals and Applications (Damian Borth & Korbinian Riedhammer)  
Text Mining (Edward Kwartler)  
Unstructured Data Analysis (Kunoeng Zhang)  
2021 Experimental Macroeconomics (John Duffy, Frank Heinemann, Rosemarie Nagel, Luba Petersen, Te Bao)  
2016 Programming experiments in zTree (Maria Bigoni)

## PROFESSIONAL EXPERIENCE

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Accenture Song (formerly known as SinnerSchrader), Hamburg, Germany 2018 – 2022  
Web Analyst (Audience management, conversion rate optimization and experimentation)

Centre for Experimental Economics, Copenhagen, Denmark 2015 – 2017  
Assistant Lab Manager (Coordinated experiments and managed team of six)

The Applied Behavioral Science Centre, Copenhagen, Denmark 2015 – 2016  
Junior Researcher (Impact evaluation and experimental design consultancy)

ConPolicy, Berlin, Germany 2015  
Internship (Policy Advisory)

PwC, Munich, Germany 2015  
Internship (Governance, Risk, and Compliance)

# HAUKE ROGGENKAMP



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## TECHNICAL SKILLS

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R, Python, oTree, JavaScript, Google Analytics, Adobe (Analytics, Target, Audience Manager).

## REFERENCES

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### **Christian Hildebrand (Advisor)**

Professor of Marketing Analytics  
Institute of Behavioral Science and Technology  
University of St. Gallen  
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### **Johannes Boegershausen (Co-advisor)**

Assistant Professor of Marketing  
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### **Felix Holzmeister**

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Economics and Finance  
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### **Max Gaerth**

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