

Institute of Behavioral Science and Technology, University of St. Gallen
Torstrasse 25, CH-9000, St. Gallen
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RESEARCH INTERESTS

Voice & Platform Analytics, Open & Metascience

EDUCATION

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

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.socec.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

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

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

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AWARDS & HONORS

- 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

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

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

- 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

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)

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TECHNICAL SKILLS

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

REFERENCES

Christian Hildebrand (Advisor)

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Johannes Boegershausen (Co-advisor)

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Economics and Finance
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