Contents

Keyno	ote Lectures23
K 1	Economic and cognitive engineering of social interaction Ockenfels, Axel
K 2	Trust in others: Its emotional, social, rather than its economic, underpinnings Dunning, Dave
K 3	The libertarian welfare state Frank, Robert H
K 4	On envy, trust, and sloths – How comparative thinking shapes economic decision making Mussweiler, Thomas
Panel	Discussion
	Economic psychology and behavioral economics – Monozygotic twins or mere siblings? Convenor: Fetchenhauer, Detlef
Work	Groups
W 1	Behavioral impediments to socially responsible stock investments Convenor: Biel, Anders
	Social values and mutual fund clienteles Bauer, Rob; Smeets, Paul
	A social-psychological perspective on socially responsible investments Biel, Anders; Gärling, Tommy; Jansson, Magnus
	Effects of short versus long evaluation intervals on stock investments Gärling, Tommy; Andersson, Maria; Hedesström, Martin; Biel, Anders37
W 2	Intra- and inter-group processes in economic decision-making Convenor: Boehm, Robert
	Intra-group discussions increase inter-group competition: An effect of social identity or rational comprehension? Boehm, Robert; Rothermund, Klaus; Kirchkamp, Oliver
	Out-group favoritism Hargreaves Heap, Shaun Patrick40
	Group reciprocity Hugh-Jones, David; Leroch, Martin41

	Productivity under group contests: Organizational culture and personality effects Miettinen, Topi; Andersson, Ola; Huysentruyt, Marieke; Stephan, Ute	43
	Cooperation in the shadow of ethnic diversity and otherness Veit, Susanne; Ruud, Koopmans	
W 3	The economic psychology of giving and collective goods Convenor: Cartwright, Edward	45
	Punishment cannot sustain cooperation in a public good game with free-rider anonymity Cartwright, Edward; Patel, Amrish	45
	Coherence shifts, affect, and donations: Cognitive processes relevant to justifying pro-social behavior in social dilemma situations Dickert, Stephan	47
	The impact of group identification on psychological ownership Kamleitner, Bernadette; Rabinovich, Anna	48
	"We-thinking" and double crossing: Frames, reasoning, and equilibria Smerilli, Alessandra	49
W 4	Lay economics Convenor: Christandl, Fabian	50
	Hindsight bias for economic developments in the context of the financial crisis Christandl, Fabian; Hoelzl, Erik	51
	Factors influencing perception of inflationary price increases Gärling, Tommy; Christandl, Fabian	
	Lay versus expert judgments of trade and immigration policies – Can teachers and journalists act as effective multiplicators for economic literac Jacob, Robert; Fetchenhauer, Detlef; Christandl, Fabian	
	New Zealanders' views of the 2008-2009 economic crisis Kemp, Simon; Elsmere-Johnson, Shelley; Morrison, Shiona	
	The financial crisis and the common good: How are state interventions justified from an ethical viewpoint? Pitters, Julia; Oberlechner, Thomas	56
W 5	Perspectives on judgment and decision making Convenor: Gloeckner, Andreas	
	Individual differences in critical properties of risky decision making Birnbaum, Michael H.; Bahra, Jeffrey	
	What causes endowment effects? A connectionist perspective Gloeckner, Andreas; Kleber, Janet; Tontrup, Stephan Walter	59
	Bayesian updating in the EEG: Differentiation between automatic and controlled processes of decision making by means of error rates and event-related potentials	
	Hügelschäfer, Sabine; Achtziger, Anja; Alós-Ferrer, Carlos; Steinhauser, Marco	60

	A calibration theory of categorical judgments and decisions Unkelbach, Christian; Memmert, Daniel; Ostheimer, Vanessa	.61
W 6	Sustainability issues and policies: Understanding the motives for pro-environmental behavior Convenor: Olander, Folke	.62
	In it for the money or the environment? Affective responses to egoistic and biospheric pro-environmental appeals Bolderdijk, Jan Willem; Steg, Linda	.63
	Materialism and environmentalism Gatersleben, Birgitta	
	The cross-norm inhibition effect: How observing litter can lead to stealing Keizer, Kees; Lindenberg, Siegwart; Steg, Linda	.65
	Values and consumer preferences Steg, Linda	.66
W 7	Sustainability issues and policies: How to achieve energy conservation? Convenor: Olander, Folke	.67
	How active can an active electricity consumer be? Darby, Sarah J	.68
	Feedback on household electricity consumption: Learning and social influence processes	40
	Gronhoj, Alice; Thogersen, John Private payment versus public praise: Effects of reward type on	.69
	energy conservation Handgraaf, Michel; Van Lidth de Jeude, Margriet; Appelt, Kirstin	.70
	Using negative and positive social feedback from a robotic agent to save energy, the moderating roles of feedback relevance and multiple goal activation	70
W 8	Midden, Cees; Ham, Jaap	. / Z
	Convenor: Olander, Folke	.73
	Promoting self-efficacy in healthy eating by SMS: A feedback intervention on adolescents' fruit and vegetable consumption Bech-Larsen, Tino; Gronhoj, Alice; Pedersen, Susanne	.74
	From the ivory tower to the political arena? Behavioral sciences, consumer policy, and sustainability Fischer, Corinna	.75
	How to design regulation of agricultural practices to achieve greater sustainability by taking farmer's motivation and decision processes into account	
	Nielsen, Helle Orsted; Pedersen, Anders Branth	.76
	Sustainable food consumption: Can "smart choice architecture" work? Reisch, Lucia A.; Gwozdz, Wencke	.77

W 9	Trust and cooperation Convenors: Schlösser, Thomas M.; Fetchenhauer, Detlef	79
	If only we knew how trustworthy we are – The influence of feedback on trust and trustworthiness in iterated trust games Fetchenhauer, Detlef; Dunning, Dave; Schlösser, Thomas M.;	
	Mensching, Ole Testing guilt aversion in the presence of communication	/9
	Narita, Yusuke; Kawagoe, Toshiji	80
	Fairness, trust, and reciprocity in social decision-making: Evidence from neuroscience	0.1
	Sanfey, Alan	81
	Is trust driven by efficiency? – Effects of mutual gains on the decision to trust	
	Schlösser, Thomas M.; Mensching, Ole; Fetchenhauer, Detlef	83
	Can we trust the trust game? A comprehensive examination	0.4
	Schupp, Juergen; Naef, Michael	84
- "		
Talks .		87
T 1	False consensus in inequity aversion Aksoy, Ozan; Weesie, Jeroen	89
T 2	Fast or rational? A response-times study of Bayesian updating Alós-Ferrer, Carlos; Achtziger, Anja	90
T 3	Motivational effects of short-term versus long-term bonuses on stock investments	
	Andersson, Maria; Hedesström, Martin; Gärling, Tommy; Biel, Anders	91
T 4	Do Danes and Italians rate life satisfaction in the same way? Using vignettes to correct for individual-specific scale biases	02
T 5	Angelini, Viola; Cavapozzi, Danilo; Corazzini, Luca; Paccagnella, Omar Sustainable consumer policy	93
1 3	Antonides, Gerrit; Van Rens, Bas	94
T 6	Applying quadratic scoring rule in multiple choice settings	
	Artinger, Florian; Exadaktylos, Filippos; Koppel, Hannes;	0.5
T 7	Sääksvuori, Lauri	95
1 /	Organic versus non-organic consumer reactions to health claims on food: A purchase simulation Aschemann-Witzel, Jessica; Hamm, Ulrich	96
T 8	The impact of risk and the outcome of a previous business strategy on	
	strategic decision making Azar, Ofer H.	98
T 9	Cooperation with Pavlov or win-stay lose-shift strategies in social dilemmas?	
	Beckenkamp, Martin	99

T 10	Making human capital theory more "humane" Bharte, Umesh Laxmanrao100
T 11	Trustful and educated: The link between social trust and human capital Bjoernskov, Christian; Pfister, Lena
T 12	Coordination with dual uncertainty: An experiment with entrepreneurs and non-entrepreneurs on investments in innovative activities Boewe, Sabrina; Schade, Christian; Krantz, David; Kostanovskaya, Anna
T 13	Secondary school principals' burnout and its prevention as a factor of their effectiveness under social-economic changes Bondarchuk, Olena
T 14	Power, not fear: A new perspective on pricing behavior in betting markets Bruce, Alistair Cameron; Marginson, David104
T 15	Assessing the impact of socio-economic and attitudinal factors on student debt Butler, Alex; Lea, Stephen E. G
T 16	How the need for cognitive closure moderates consumer loyalty Chmiel, Michal; Wierzchon, Michal
T 17	Children's economic and moral reasoning about economic situations and their skepticism towards advertisements Chu, Maria T.; Herbert, Jane; Blades, Mark
T 18	How corporate cultures coevolve with the business environment: The case of firm growth crises and industry evolution Cordes, Christian; Richerson, Peter J.; Schwesinger, Georg
T 19	I can resist everything except temptation: Self regulation fatigue and ethical shopping Crelley, David; Lea, Stephen E. G.; Kessler, Thomas; Fischer, Peter111
T 20	When buying multi-unit promotional packs leads to overconsumption de Pechpeyrou, Pauline
T 21	Measuring consumer perceptions of fairness in personal finance relationships: The development of a valid scale Devlin, James Francis
T 22	Heterogeneous preferences for inequity aversion in laboratory gift exchange games Dittrich, Dennis Alexis Valin; March, Christoph; Ziegelmeyer, Anthony115
T 23	On the beauty contest experiments: Is intelligence relevant? Du, Ye-Rong; Chen, Shu-Heng; Yang, Lee-Xieng
T 24	The beliefs of others – The financial crisis and stock market expectations Egan, Daniel; Merkle, Christoph; Weber, Martin
T 25	A choice prediction competition for simple extensive form games Ert, Eyal; Erev, Ido; Roth, Alvin E119
T 26	Trust and discrimination in the labor market – An experimental study with criminal offenders Falk, Armin; Walkowitz, Gari

T 27	Economic psychology and financial education: A pioneer program in Brazil
	Ferreira, Vera Rita M.; Lima, Iran Siqueira; Coutinho, Laura; Padilha, Heloisa
T 28	Is regulation by milestones efficiency enhancing? An experimental study of environmental conservation
	Freytag, Andreas; Güth, Werner; Koppel, Hannes; Wangler, Leo123
T 29	Relative gains and losses in income and subjective happiness in Europe Georgellis, Yannis; Tsitsianis, Nick; Yin, Ya Ping124
T 30	Wealth and climate as determinants of interpersonal trust – A 109 nations study Goebbels, Thomas; Bjoernskov, Christian; Schlösser, Thomas M.; Fetchenhauer, Detlef
T 31	Legitimate punishment, immunity, and the enforcement of cooperation Grieco, Daniela; Faillo, Marco; Zarri, Luca
T 32	Equity versus efficiency? Evidence from three-person generosity experiments
	Güth, Werner; Pull, Kerstin; Stadler, Manfred; Stribeck, Agnes128
T 33	International environmental cooperation under fairness and reciprocity Hadjiyiannis, Costas; Iris, Doruk; Tabakis, Chrysostomos
T 34	The effect of payment type on consumption-related emotions Hahn, Luise; Hoelzl, Erik; Pollai, Maria
T 35	Who believes the hype? An experimental examination of how language affects investor judgments Hales, Jeffrey; Kuang, Jason; Venkataraman, Shankar
T 36	Sabotage in organizations Harbring, Christine; Irlenbusch, Bernd
T 37	Uncovering the limits of guilt in a repeated trust game Harth, Nicole Syringa; Regner, Tobias
T 38	Take a hike! The simultaneous relationship between recreation behavior and environmental concern Hassett, Katherine; Noblet, Caroline; Teisl, Mario; McCoy, Shannon135
T 39	Economics – A science without conscience? Heinemann, Friedrich
T 40	How does thinking about money influence economic decisions in dictator games when people hold different money attitudes? Helka, Anna Maria; Gasiorowska, Agata
T 41	Do coordination demands boost public goods provisions? Hillis, James McIntosh; Howie, Irving
T 42	The price perception paradox: When reference prices make higher prices seem lower and lower prices seem higher Hitzler, Johannes; Diehl, Michael; Ziegler, René; Schneider, Evelyn140
T 43	Anticipated regret in negotiations on credit rates
	Hoelzl, Erik; Hahn, Luise; Masak, Jan142

T 44	Income tax evasion and ethical behavior – Evidence from an agent-based model Hokamp, Sascha; Pickhardt, Michael
T 45	Frequency of price increases of individual products and perceived inflation Huber, Odilo W
T 46	Neural correlates of multiple selves in intertemporal choice Jamison, Julian C.; Wegener, Jon145
T 47	Residential household water-use behaviors and water consumption in an Australian context Jorgensen, Bradley S.; Martin, John F.; Pearce, Meryl; Willis, Eileen146
T 48	Conspicuous consumption and "race": Evidence from South Africa Kaus, Wolfhard148
T 49	Trust in times of financial crisis: An analysis of social representations of Austrian experts and laypeople about financial crisis Kirchler, Erich; Kastlunger, Barbara
T 50	The impact of presentation format and numerical skills on donations Kleber, Janet; Dickert, Stephan
T 51	Groups in social dilemmas Kocher, Martin Georg; Kugler, Tamar; Sutter, Matthias152
T 52	Pigou versus Confucius: The effect of experience on the acceptability of Pigouvian taxes in a lab experiment Kroll, Stephan; Kallbekken, Steffen; Cherry, Todd
T 53	Overweighting private information: Three different measures, one bias? Kruegel, Sebastian; Fellner, Gerlinde
T 54	Does social trust increase individual happiness in Japan? Kuroki, Masanori
T 55	I am more realistic about hedonistic adaptation, but does it always help me to take better decisions? Le Lec, Fabrice; Macé, Serge156
T 56	Intertemporal choice, hyperbolic discounting, and mental time travel: A comparative and evolutionary discussion Lea, Stephen E. G
T 57	Regulatory focus and regret in risky decisions Leder, Susanne; Florack, Arnd; Keller, Johannes
T 58	Effects of cognitive reappraisal, emotional intelligence, neuroticism, and betrayal experience on the disposition to trust Lee, Wing Shing; Selart, Marcus
T 59	Double or quits: Cognitive consistency and the building of self-confidence Levy-Garboua, Louis; Askari, Muniza161
T 60	What you don't know won't hurt you, but me! The stabilizing effect of justice sensitivity on allocation decisions Lotz, Sebastian; Schlösser, Thomas M.; Fetchenhauer, Detlef

T 61	What can I get for it? A theoretical and empirical re-analysis of the endowment effect Lunn, Pete; Lunn, Mary	164
T 62	Old age perceptions and time preference: An experiment based on the artificial ageing of people's faces in photography Macé, Serge; Le Lec, Fabrice; Tariket, Dounia	165
T 63	Epistemic framing effect: A hypothesis Mastrogiorgio, Antonio; Carena, Augusto	166
T 64	Credit repayment decisions: The role of long-term consequence information, economic, and psychological factors McHugh, Sandie; Ranyard, Rob	167
T 65	Differences in information searching in risk judgment between sophisticated and non-sophisticated subjects Michalaszek, Agata; Sokolowska, Joanna	169
T 66	Maslow's hierarchy of needs: A broader understanding of the motivational roots of materialism Miesen, Harold	
T 67	An experiment on intertemporal choice and tax evasion Mittone, Luigi; Muehlbacher, Stephan; Kastlunger, Barbara; Kirchler, Erich	171
T 68	Investment decisions: Fast and frugal heuristics at work Monti, Marco; Martignon, Laura; Gigerenzer, Gerd; Berg, Nathan	172
T 69	Mental accounting of self-employed taxpayers: Insights from an interview study	170
T 70	Muehlbacher, Stephan; Kirchler, Erich Modeling alternatives to exponential discounting Musau, Andrew M.	
T 71	I give you because I care: An experimental psychology study on reciprocity Narhetali, Erita; Nisa, Yunita Faela; Syaebani, Irfan	
T 72	Proposing a linear structure of the cognitive mechanism behind hyperbolic discounting: Analysis and generalization of empirical studies Neszveda, Gabor; Dezso, Linda; Szaszi, Barnabas I.	
T 73	Virtual field evidence on the hidden cost of control Nicklisch, Andreas; Salz, Tobias	
T 74	Determinants of income pooling among Dutch couples Nyhus, Ellen K.; Musau, Andrew M.	179
T 75	Overconfidence in investment skills? Demographic differences, luck attributions, and the role of perceived market mood Oberlechner, Thomas; Pitters, Julia	180
T 76	Time crawls when you're not having fun: Feeling entitled makes time move more slowly O'Brien, Edward Hughes; Anastasio, Phyllis A.; Bushman, Brad J	

T 77	Incomplete information in an internet dictator game Ockenfels, Axel; Werner, Peter
T 78	Adolescent saving in the social context of the family: Testing a model Otto, Annette Michaela Cosima; Webley, Paul184
T 79	Does altruism need punishment? Ottone, Stefania; Ortona, Guido; Ponzano, Ferruccio185
T 80	Using a high stakes laboratory experiment to investigate the demand for postsecondary education among underrepresented groups Palameta, Boris; Voyer, Jean-Pierre
T 81	Incentive enhancing preferences and job satisfaction: What parents passed on to their children Phelps, Charlotte DeMonte
T 82	Influence of anticipated emotions on consumer decisions Pollai, Maria; Hoelzl, Erik; Hahn, Luise; Hahn, Alexandra188
T 83	Cognition and emotion in credit consumers' payment protection insurance decisions: A path modeling study Ranyard, Rob; McHugh, Sandie
T 84	Other-regarding behavior: Testing guilt- and reciprocity-based models Regner, Tobias; Harth, Nicole Syringa191
T 85	Asymmetry and self-serving in ultimatum bargaining – Experimental evidence from Germany and China Rilke, Rainer Michael; Walkowitz, Gari; Irlenbusch, Bernd; Hennig-Schmidt, Heike
T 86	Does social comparison of ability reduce generosity? An experimental investigation Riyanto, Yohanes Eko; Zhang, Jianlin
T 87	Decision-making in risky situations: Poker playing Roland-Lévy, Christine; Lemoine, Jérémy
T 88	More than words: How the structure of communication affects the outcomes of collective action Sääksvuori, Lauri; Leibbrandt, Andreas; Ostrom, Elinor
T 89	Earmarking revenues from environmental taxes: How much does it increase public acceptability and why? A choice experiment Saelen, Hakon; Kallbekken, Steffen
T 90	Some methodological topics in subjective wellbeing research Scacciati, Francesco; Ortona, Guido; Sotgiu, Igor198
T 91	Is that the answer you had in mind? The effect of perspective on unethical behavior Schurr, Amos; Ritov, Ilana; Kareev, Yaakov; Avrahami, Judith200
T 92	Justified ethicality: Observing desired counterfactuals modifies ethical perceptions and behavior Shalvi, Shaul; Dana, Jason; Handgraaf, Michel; de Dreu, Carsten201

T 93	Foregoing immediate rewards – Bearing immediate punishments to get delayed rewards in two versions of Iowa gambling task Singh, Varsha; Khan, Azizuddin	202
T 94	Retail infrastructure as a determinant of household spending in Polish regions	
T 95	Sobolewski, Adam Michal; Gucwa-Lesny, Ewa	
T 96	Individual risk attitude and asset market behavior Straznicka, Katerina; Weber, Martin	
T 97	The link between values and environmentally significant behavior – Results from a Norwegian survey Strumse, Einar; Saelen, Hakon; Westskog, Hege	
T 98	Moral contamination through consumption – Emotional and behavioral consequences of consuming the right and the wrong Susewind, Moritz; Hoelzl, Erik	
T 99	The opposite pattern of predicting future utility in younger and in older children: An empirical study on projection bias in children aged 8 to 18 Szaszi, Barnabas I.; Dezso, Linda; Neszveda, Gabor	
T 100	More competition or more cooperation? Team versus individual play in a sequential market game Tan, Fangfang; Mueller, Wieland	211
T 101	Committed to honesty: Honesty as a sacred value and its implications for business choices Tanner, Carmen; Gibson, Rajna; Wagner, Alexander; Berkowitsch, Nicolas	213
T 102	What's "driving" eco-substitution behaviors? A study in choices related to biofuels	
T 103	Teisl, Mario; McCoy, Shannon; Noblet, Caroline	
T 104	An alternative socio-economic theory of obesity Tomer, John F.	216
T 105	Expressive function of contracts Tontrup, Stephan Walter	
T 106	Blindness to the benefits of ambiguity: The neglect of learning opportuniti Trautmann, Stefan; Zeckhauser, Richard	es
T 107	Effects of information on intentionality attributions and judgments Uske, Tobias; Haupt, Andreas	220
T 108	Copycats as uncertainty reducing devices van Horen, Femke; Pieters, Rik; Stapel, Diederik A	
T 109	On-the-job search, work effort and hyperbolic discounting van Huizen, Thomas	

T 110	Individual differences in pension knowledge van Raaij, W. Fred; Huiskes, Nic; Verhue, Dieter; Visser, Julie224
T 111	Voluntary and enforced cooperation in social dilemmas: Transferring the "slippery slope framework" to the public transport system Wahl, Ingrid; Endres, Miriam; Kirchler, Erich; Böck, Barbara
T 112	Moral abstraction: An empirical investigation of ambiguity and abstraction in ethical decision-making Wasieleski, David Michael; Lundberg, Gustav
T 113	Compulsive buying: A neurological study of normal and compulsive buyers Weber, Bernd; Raab, Gerhard
T 114	Leading by words: A voluntary contribution experiment with one-way communication Weisser, Johannes; Levati, Vittoria; Koukoumelis, Anastasios
T 115	The communication of anger and disappointment helps to establish cooperation through indirect reciprocity Wubben, Maarten Johannes Jacobus; De Cremer, David; van Dijk, Eric230
T 116	Tax evasion, conspicuous consumption, and the income tax rate Yaniv, Gideon
T 117	Financial forecasts during the crisis: Are experts more accurate than laypeople? Zaleskiewicz, Tomasz
Round	Table Discussions 235
R 1	Simulation of the El-Farol Bar Problem with complex, limbic character based player groups Akinalp, Coskun; Unger, Herwig
R 2	Behavioral finance's view on equity home bias Bata, Karel; Smid, Martin
R 3	Cognitive and behavioral learning in organizational change Cayla, David
R 4	Neuroeconomics, dual motive theory, and the implicit structure of Hayek's thought Cory, Gerald Augustus Jr.; Chan, Yau-Gene
R 5	On the optimality of a duty-to-rescue rule and the bystander effect Crettez, Bertrand; Deloche, Regis241
R 6	The decision to become an entrepreneur: Ideating, trying to become, and being self-employed among Italian undergraduates Cubico, Serena; Favretto, Giuseppe; Ardolino, Piermatteo; Formicuzzi, Maddalena
	Torrincozzi, Maddaloria

R 8	The quality of life at a doctor's work: A study in a university hospital cooperative Dutra, Roseli de Fátima; Honório, Luiz Carlos; Jeunon, Ester Eliane	.245
R 9	Including assessments in sustainable development indicators Ericson, Torgeir	
R 10	Russia: Free enterprise without entrepreneurs Erzinkyan, Elmira	.247
R 11	An evaluation of work-related stress risk through the integration of objective and subjective measures: The Q-Bo test and the V.I.S. method Falco, Alessandra; Girardi, Damiano; Kravina, Luca; Dal Corso, Laura; De Carlo, Nicola	.248
R 12	MIPE – An interactive museum of economic psychology in Brazil Ferreira, Vera Rita M.; Lima, Iran Siqueira	.249
R 13	Investing on mental accounting: A study about the mental accounting and health implications of overindebtedness Fonseca, Patricia	.250
R 14	Safety and sustainability in organizational contexts: Opportunities for intervention Gorli, Mara; Scaratti, Giuseppe; Galuppo, Laura; DeCarlo, Alessandro; Barbieri, Barbara	251
R 15	Human capital and the need for the interdisciplinary approach Kirovova, Iva	
R 16	Multi-outcome lotteries: Prospect theory vs. relative utility Kontek, Krzysztof	
R 17	From maps of bounded rationality to maps of human psychology in behavioral economics: The case of attribution theory Koutsobinas, Theodoros T	
R 18	Contract design and insurance fraud: An experimental investigation Lammers, Frauke; Schiller, Jörg	.256
R 19	Eat your vegetables: A field experiment design to compare asymmetrical paternalism versus command-and-control interventions to increase vegetable consumption in school cafeterias in Helsinki Lankoski, Leena; Lombardini-Riipinen, Chiara Anna	.257
R 20	Guilt aversion and redistributive politics: A moral intuitionist approach Le Garrec, Gilles	
R 21	Bottle it and they will come: Social influence on consumer decisions to purchase bottled water and mechanisms for sustainable behavioral change	250
R 22	Mahaffey, Amanda L. How does anticipated disappointment shape the credit market in a Knightian environment? Mendes, Cassandro	
R 23	Psychological economics – economic psychology: The first steps of IAREP Molt, Walter Fritz	.260

R 24	Men among men don't take norm enforcement seriously Muren, Astri; Boschini, Anne; Persson, Mats	261
R 25	The economics of attitudes Nagler, Matthew G.	262
R 26	The socio-emotional basis of human interaction and communication – A junction for interdisciplinary exchange Scholl, Wolfgang	
R 27	Social involvement and level of income among immigrants: New evidence from the Israeli experience Siniver, Erez	264
R 28	Conscious and less conscious factors in preference and choice van Raaij, W. Fred	265
R 29	Financial advice and consumer decision-making Vlam, Anita J.; Franses, Philip Hans	266
R 30	Changing fields of rationality – A policy for reducing household energy consumption?	
	Westskog, Hege; Winther, Tanja; Strumse, Einar	266
Poster	s	269
P 1	Reciprocity in dictator games: An experimental investigation Andreozzi, Luciano; Faillo, Marco	271
P 2	Intrafamily resource transfers and individual well-being among the Spanish elderly Ateca-Amestoy, Victoria; Ugidos-Olazabal, Arantza	272
P 3	Attitudes related to money: A comparative study between undergraduate students in Belo Horizonte (Brazil) Barros, Lousanne Cavalcanti; Jeunon, Ester Eliane; Barros, Sabrina Cavalcanti	•
P 4	Teenagers who combine school with economic activities: Perception and assessment of their experience Benevene, Paula; Cortini, Michela; Sangiovanni, Allegra	
P 5	Immigrants and their perception of social integration through work Benevene, Paula; Pantanella, Federica	
P 6	Influence of image as psychological construct on business effectiveness of financial institutions in the Federation of Bosnia and Herzegovina Bevanda, Arnela; Mahmutovic, Hasan; Mabic, Mirela	277
P 7	The preference reversal phenomenon with a single lottery: A challenge to regret and prospect theories Blondel, Serge; Levy-Garboua, Louis	279
P 8	Social representations of gender relations in Ukraine Bondarevskaya, Irina Olegovna	

P 9	Cashing in sweet memories: Organizational nostalgia increases willingness to volunteer for a group-supporting task Bruder, Martin; Wildschut, Tim; Sedikides, Constantine; Robertson, Sara; Routledge, Clay
P 10	Shifting the weight between the self-enhancement and self-transcendence value dynamic: The role of contextualized sadness and disgust Cheung, Wing
P 11	Consumers' purchase decision making with regard to incongruent brand extensions Choi, Jongsuk; Kim, Dae Sang; Kim, Jiyoun
P 12	The analyses of consumer evaluations on congruent and incongruent brand extensions using an eye-tracker Choi, Jongsuk; Kim, Dae Sang; Moon, Yongsung
P 13	Idiosyncratic interpretation of "household" in expenditure surveys: Evidence and implications of bias Comerford, David; Delaney, Liam
P 14	Persuasion bias in social networks: An experimental analysis Corazzini, Luca; Pavesi, Filippo; Petrovich, Beatrice; Stanca, Luca287
P 15	Penalty aversion effect in evaluation of egalitarian vs. meritocratic tax proposals Dimdins, Girts; Montgomery, Henry
P 16	A dynamic Ellsberg urn experiment Dominiak, Adam; Duersch, Peter; Lefort, Jean-Philippe289
P 17	Psychological factors of banks' competitiveness Fil, Alena
P 18	The relationship between life satisfaction, happiness, and current mood Gamble, Amelie; Gärling, Tommy292
P 19	Money attitudes as factors influencing the relation between income and economical well-being Gasiorowska, Agata; Wasowicz-Kirylo, Grazyna
P 20	Social comparison drives competition – But what drives the N-Effect? Hagen, Anna Linda; Garcia, Stephen M.; Avishalom, Tor
P 21	What's attitude got to do with it? Consumer demand for biofuels Hassett, Katherine; Teisl, Mario; Noblet, Caroline; McCoy, Shannon296
P 22	The experimental determination of the negative media message influence and of the personal perception upon the money value/sources on the entrepreneurial tendency at youngsters in the context of global economical crisis
P 23	Iordanescu, Eugen; Marcu, Gabriela; Iordanescu, Cornelia
P 24	Karamushka, Liudmyla; Ivkin, Vladimir
	Mill, Hack Jill; Fark, Ha 1801; Mill, Ji 3011; Choi, Hyuli Duk300

P 25	Distinctive psychological features of formation of energy supplying company managers' reserve Kolomiets, Olena
P 26	Correlations between terminal and instrumental values as factors of interpersonal regulation in work processes of organizations of production sphere Korol, Olga
P 27	Money attitudes in ethno-cultural groups Korotkina, Elena Dmitrievna
P 28	Influence of the optimism effect on decision making for investment by Russian financial managers Kosheleva, Sofia Vladimirovna; Zavyalova, Elena; Lukyanova, Anna305
P 29	Analysis of job stress levels and coping strategies in construction organization managers Kozybai, Natalya
P 30	Investigation of entrepreneurs' psychological readiness for professional activity in the sphere of trading business Kredentser, Oksana
P 31	Economic and psychological problems of conducting business negotiations in trade business Lagodzinska, Valentyna
P 32	Organizational change management in the time of crisis Lesko, Lidija; Klepic, Zdenko; Mabic, Mirela311
P 33	Why so few women economists? An identity model of women's underrepresentation in economics Lombardini-Riipinen, Chiara Anna
P 34	The effects of job insecurity on consumers' behaviors and life projects Lozza, Edoardo; Libreri, Chiara; Bosio, A. Claudio
P 35	To the family, everything: Women in dual career marriage and the usage of money Meirelles, Valeria Maria; Souza, Rosane Mantilla
P 36	Non-cooperative tax decisions of local representatives: The contribution of economic psychology Morer, Myriam; Ansel, Dominique; Girandola, Fabien315
P 37	State administration employees' team-role orientations and their correlations with positions and gender Mykhailenko, Victoria
P 38	Economic deprivation during unemployment Norvile, Natalija; Cesniene, Ilona
P 39	A pluralistic analysis of housing renovation decisions Peng, Ti-Ching
P 40	Are long-term incentive plans an effective and efficient way of motivating senior executives? Pepper, Sandy Alexander; Gore, Julie; Crossman, Alf

Contents

P 42 Management style in project groups. Effectiveness and satisfaction of participative and autocratic teams Pyrkosz, Joanna; Zmuda, Grzegorz	P 41	An experimental analysis of the AK model of growth Ponzano, Ferruccio; Ricciuti, Roberto	.321
the economic crisis? Raab, Gerhard; Reisch, Lucia A.; Unger, Alexander	P 42	participative and autocratic teams	.323
P 44 Third party punishment game with multiple observers: The power of social sanctions in the enforcement of social norms Riyanto, Yohanes Eko; Zhang, Jianlin	P 43	the economic crisis?	205
social sanctions in the enforcement of social norms Riyanto, Yohanes Eko; Zhang, Jianlin	D 44		325
their children attending primary school in Milan Russo, Vincenzo; Castelli, Luciana; Sciangula, Cinzia; Milani, Laura Emma	P 44	social sanctions in the enforcement of social norms	.326
P 46 Microfinance customer protection: An interdisciplinary approach to analyzing and avoiding the overindebtedness of microfinance clients Schicks, Jessica	P 45	their children attending primary school in Milan Russo, Vincenzo; Castelli, Luciana; Sciangula, Cinzia; Milani,	.327
Schurr, Amos; Mellers, Barbara; Ritov, Ilana	P 46	Microfinance customer protection: An interdisciplinary approach to analyzing and avoiding the overindebtedness of microfinance clients	
postures Schwarzenberger, Herbert; Muehlbacher, Stephan; Kirchler, Erich	P 47		.329
P 49 Distinctive features of educational organization heads' career development under social-economic changes Snigur, Liudmyla; Snigur, Olena; Khyzhniak, Olekcii; Khyzhniak, Zhanna332 P 50 Brands can change your mind: The effects of incongruence between perceived product quality and brand value on product evaluation Sung, Young Shin; Chung, Sun Joo; Kang, Seung Ha; Min, Seung Kee333 P 51 Level-k analysis of experimental centipede games Takizawa, Hirokazu; Kawagoe, Toshiji	P 48	postures	330
P 50 Brands can change your mind: The effects of incongruence between perceived product quality and brand value on product evaluation Sung, Young Shin; Chung, Sun Joo; Kang, Seung Ha; Min, Seung Kee333 P 51 Level-k analysis of experimental centipede games Takizawa, Hirokazu; Kawagoe, Toshiji	P 49	Distinctive features of educational organization heads' career development under social-economic changes	
Takizawa, Hirokazu; Kawagoe, Toshiji	P 50	Brands can change your mind: The effects of incongruence between perceived product quality and brand value on product evaluation	
Tan, Fangfang; Yim, Andrew	P 51		.335
precepts from 1990-2008 Ukpere, Wilfred I	P 52	, ,	.336
Unger, Alexander; Goll, Apollonia	P 53	precepts from 1990-2008	.337
Vogel, Claudia; Bolle, Friedel; Liepmann, Hannah	P 54		.339
Zavyalova, Elena; Posokhova, Svetlana341	P 55	,	.340
	P 56		.341
	Author		