



WINNERS ANNOUNCED

Second Annual BESH Doctoral Research Award

Winners of the Second Annual BESH Doctoral Research Award

KU Research Institute for Business and Economics in Service of Humanity (BESH) is pleased to announce the winners of the Second Annual BESH Doctoral Research Award. The topic of this year's award was Well-Being. We received a large number of exceptional submissions for this award this year. So much so that there was a tie for the first and second prizes. Hence, we are awarding two First Prize and two Second Prize awards, a total of four awards, instead of the three awards as originally planned. We sincerely thank all those who submitted their research for consideration. Congratulations to the Winners –

First Prize Joint Winner:
(1000 EUR)

Burcak Bas
(Bocconi University)
Co-authors: Rachele Ciulli and Joachim Vosgerau

First Prize Joint Winner:
(1000 EUR)

Riley T. Krotz
(University of Tennessee)
Co-author: Dhruv Grewal, Stephanie M. Noble and Carl-Philip Ahlbom

Second Prize Joint Winner:
(500 EUR)

Ali Gohary
(Monash University)
Co-authors: Hean Tat Keh, Bora Min and Eugene Y. Chan

Second Prize Joint Winner:
(500 EUR)

Elisabeth Grewenig
(ifo Institute at the University of Munich)

The BESH Doctoral Consortium, scheduled for May 20, 2021, is postponed to next year in light of the current pandemic.

About BESH. KU Research Institute for Business and Economics in Service of Humanity (BESH) was established in 2019. The aim of BESH is to develop, publish and elevate collaborative, interdisciplinary research in Business and Economics that address urgent challenges facing humanity. These include challenges and topics in health, education, financial well-being, migration, responsible consumption, digitization and the labor market, and the development of smart and sustainable service offerings. BESH is an initiative of four professors at the Faculty of Business and Economics at the WFI Ingolstadt School of Management (in alphabetical order): Prof. Alexander Danzer (Chair of Microeconomics), Prof. Jens Høgreve (Chair of Service Management), Prof. Shashi Matta (Chair of Innovation and Creativity) and Prof. Simon Wiederhold (Chair of Macroeconomics). <https://www.ku.de/besh>.

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Short Abstracts of the Winning Research Proposals

Why Do People Condemn and Appreciate Experiments?

Burcak Bas (Bocconi University), Co-authors: Rachele Ciulli and Joachim Vosgerau

People evaluate experiments based on their lay beliefs about normative standards of best practice, which lead them to condemn and to appreciate almost identical experiments. When a normative standard is believed to exist, an experiment (e.g., randomly assigning Covid-19 patients to receive either of two FDA-approved drugs A and B) violates the standard and is evaluated as worse than either of its treatment arms. When an experiment is designed to discover a new normative standard (e.g., randomly assigning patients to receive two experimental drugs A and B to find a new treatment for Covid-19), the experiment is evaluated as better than either of its treatment arms. Experiment appreciation – a new phenomenon – helps guide practitioners on how to promote experiments to the public.

Healthcare in an Interconnected World: Increasing Blood Donations and Well-Being in the Social Media Era

Riley T. Krotz (University of Tennessee), Co-author: Dhruv Grewal, Stephanie M. Noble and Carl-Philip Ahlbom

Blood donations are an integral part of global healthcare systems, yet there is a constant lack of blood supply necessary to meet patient demands. Responding to this need, social media companies are attempting to reduce blood shortages by leveraging consumers' online networks. However, the efficacy of this practice is questioned, as online interconnectivity may negatively influence offline donation behaviors. Across four studies, including a secondary data analysis, two field studies matched with five years of archival data (one paired with five months of longitudinal data), and a 15,000-person field experiment, this research builds on construal theory to confirm that more social media use decreases blood donations. Gender also emerges as a boundary condition, such that the negative effect of social media use is stronger for males. This research demonstrates how to increase blood donations in the field, providing marketers, nonprofits, and healthcare practitioners with effective methods to increase blood donations.

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Does Healer God Boost Consumption of Ultra-processed Foods? The Role of Predictable versus Unpredictable Interventions

Ali Gohary (Monash University), Co-authors: Hean Tat Keh, Bora Min and Eugene Y. Chan

Despite the prevalence of God-related cues in consumers' daily life, the role of God salience and its impact on consumers' food decision-making, in particular, food with different processing levels has received little or no mention in the marketing literature. This research through five studies shows that activating God's salience influences consumers' decisions such that they prefer ultra-processed food. Further, the results support the important role of perceived healing such that consumers prefer ultra-processed foods due to their belief that God will heal in case of any negative consequences of consuming ultra-processed foods. In conclusion, the studies also show that the association of God salience and preference for ultra-processed foods disappears when God's intervention in the world affair is unpredictable (vs. predictable). These findings provide important theoretical and practical implications for policy-makers, marketers, and managers who promote a healthier lifestyle.

School Track Decisions and Teacher Recommendations: Evidence from German State Reforms

Elisabeth Grewenig (ifo Institute at the University of Munich)

I study the effects of admission requirements—a common regulation to determine program assignment—in the context of school track decisions. Depending on the federal state in Germany, either teachers or parents have the discretion to decide which secondary school track a child may pursue after primary school. Applying a differences-in-differences approach, I exploit variation in the implementation and abolition of binding teacher recommendations across states and over time to investigate its effects on students' academic outcomes. Using data from Germany-wide large-scale skill assessments, I show that binding teacher recommendations significantly improve student achievement in fourth grade, prior to track assignment. Effects persist into ninth grade, after consequential track assignment. Further analyses suggest that effects are driven by increased time investments in students' skill development.

Congratulations to the Winners!