



WINNERS ANNOUNCED

First Annual BESH Doctoral Research Award

Winners of the First 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 First Annual BESH Doctoral Research Award. The topic of this year's award was Well-Being. We received a high number of excellent submissions and sincerely thank all those who submitted their research for consideration. Congratulations to the Winners –

First Prize Winner:
(1500 EUR)

Jay Zenkic
(University of Melbourne)
Co-authors: Kobe Millet and Nicole Mead

Second Prize Joint Winner:
(1000 EUR)

Martin Lange
(ZEW Mannheim and Goethe University Frankfurt)
Co-author: Horst Entorf

Second Prize Joint Winner:
(1000 EUR)

Fatima Madani
(Monash University)

Third Prize Winner:
(500 EUR)

Jannsen Santana
(ESCP Business School)
Co-author: Olivier Badot

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 Högrevé (Chair of Service Management), Prof. Shashi Matta (Chair of Innovation and Creativity) and Prof. Simon Wiederhold (Chair of Macroeconomics). <https://www.ku.de/besh>.

Abstracts of the Winning Proposals on the Next Page



WINNERS ANNOUNCED

First Annual BESH Doctoral Research Award

Short Abstracts of the Winning Research Proposals

What Cash Costs You: The Pain of Holding

Jay Zenkic (University of Melbourne), Co-authors: Kobe Millet and Nicole Mead.

People worldwide still rely on cash every day. Yet, it is not known whether people spend coins and banknotes of the same value differently (e.g., 10-Rupee coins vs. 10-Rupee notes). We find that people, using different currencies and spending on different things, spend more when they have a unit of money in coins rather than in banknotes. We find this in the field, with poor Indian participants, and in online studies with Europeans and Americans. We argue that this spending occurs because coins are more cumbersome than banknotes, which renders coins a pain to hold on to. If the pain of holding leads individuals to spend more than they otherwise would, this could be preventing many people from saving a little bit more for their future. Given that poorer individuals are particularly cash reliant, the pain of holding could have a substantial negative impact on their wellbeing.

Refugees Welcome? Understanding the Regional Heterogeneity of Anti-Foreigner Hate Crimes in Germany

Martin Lange (ZEW Mannheim and Goethe University Frankfurt), Co-author: Horst Entorf.

In this article, we examine anti-refugee hate crime in the wake of the large influx of asylum seekers to Germany in 2014 and 2015. By exploiting the quasi-experimental assignment of asylum seekers to German regions, we estimate the causal effect of an unexpected and sudden change in the share of the foreign-born population on hate crime against refugees. Our district-level analysis shows that it is not simply the size of regional asylum seeker inflows which drives the increase in hate crime, but rather the combination of inflows and latent anti-refugee sentiment. We show that ethnically homogenous areas, areas which experienced hate crime in the 1990s, and areas with high support for the Nazi party in the Weimar Republic, are more prone to witness incidents of hate crime against newly arriving asylum seekers.

Continue on the Next Page



WINNERS ANNOUNCED

First Annual BESH Doctoral Research Award

Life Transitions: Implications for Food Consumptions

Fatima Madani (Monash University)

Households experience multiple life events (e.g. marriage, divorce etc.) over their lifetime, which significantly changes their preferences and behaviors. These changes represent strategic opportunities or threats for stakeholders such as retailers and public policy makers. In my thesis, I investigate the effects of household life cycle transitions on two important aspects of households' food baskets – healthiness and convenience orientation, i.e., consumption of convenience foods. Drawing from theories of allocation of time, role switching and interpersonal relationship, I develop propositions about how different life events, that transition households across typical life cycle stages, affect households' food basket. I use longitudinal panel data on household's actual purchases across all US grocery retailers for a period of six years from Nielsen. Using propensity score matching technique and difference-in-difference analysis, I find that specific life events such as empty nesting, divorce in the absence of children etc. increase the unhealthiness of households' food baskets. Further, transitions such as children leaving households and divorce affect food baskets' convenience orientation. Findings have important implications for researchers, retailers and public health professionals.

Self-Transformations and Well-Being Through the Consumption of Experiences

Jannsen Santana (ESCP Business School), Co-author: Olivier Badot

In this fast-paced society, in which people tend to lose touch with their bodies, physical, mental, and social disorders are proliferating. Yet consumers are increasingly engaging in embodied experiences as a way to restore well-being and achieve self-transformation. Drawing on a sensory ethnography approach on catholic pilgrimages in Europe and Latin America, we categorized consumers self-transformation desires and showed the process of how people are looking for to solve their struggles in life through bodily spiritual and religious experiences, in which place and materials are important to achieve the aimed transformation and well-being. Results can contribute to the understanding of embodiment and consumer well-being, as well as to the practices of the self-care and tourism industries.

Congratulations to the Winners!