

HELENA MARIA FORNWAGNER

Senior Lecturer (University of Exeter)

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RESEARCH INTERESTS - BEHAVIORAL AND EXPERIMENTAL ECONOMICS.

Gender economics. Biological determinants of economic behavior.

Sports economics. Competitive behavior. Incentives and (un)ethical behavior.

EMPLOYMENTS & ACADEMIC AFFILIATIONS

2023-present	Senior Lecturer (Tenured)	UNIVERSITY OF EXETER
2023-present	WIFO Associate	AUSTRIAN INSTITUTE OF ECONOMIC RESEARCH (WIFO)
2022-2023	Lecturer (Tenure track)	UNIVERSITY OF EXETER
2022	Honorary Lecturer	UNIVERSITY OF EXETER
2020-2022	Assistant Professor ("Akademische Rätin a. Z.") Non-tenure track; Chair of Prof. Lea Cassar	UNIVERSITY OF REGENSBURG
2017-2020	Post-Doctoral Researcher Non-tenure track; Member of the SFB F 63 Credence Goods, Incentives and Behavior	UNIVERSITY OF INNSBRUCK
2014-2017	PhD Candidate & Research Associate PhD Program in Economics (Major in Economics)	UNIVERSITY OF INNSBRUCK
2014-2015	External Lecturer Bachelor Program Management & Economics; Course: Basic Microeconomics	UNIVERSITY OF INNSBRUCK
2013-2014	Tutor Bachelor Program Management & Economics; Course: Public Economics	UNIVERSITY OF INNSBRUCK
2009-2010	Tutor Bachelor Program Management & Economics; Course: Business Informatics	UNIVERSITY OF INNSBRUCK

Maternity leave from November 2024 to June 2025.

EDUCATION

2014-2017	Doctor of Philosophy (PhD) PhD-Doctoral program in Economics;	UNIVERSITY OF INNSBRUCK
2012-2014	Master of Science (MSc) Master program Applied Economics	UNIVERSITY OF INNSBRUCK
2008-2012	Bachelor of Science (BSc) Bachelor program Management and Economics, Major in Economics	UNIVERSITY OF INNSBRUCK

VISITING FELLOWSHIPS

2024 Universität Hamburg, 2022 University College London, 2019 Stockholm School of Economics,
2018 University of Exeter

PUBLISHED ARTICLES

1. Balafoutas, L., Fornwagner, H., Hauser, E., & Hauser, O. (2025). Gender-Inclusive Language and Economic Decision-Making. Forthcoming *Management Science*
2. Fairley, K., Fornwagner, H., & Okbay, A. (2023). Brains, hormones, and genes: Introduction to the special issue on the biological foundations of economic decision-making. *Journal of Economic Psychology*, 102683.
3. Balafoutas, L., Fornwagner, H., & Grosskopf, B. (2023). Predictably competitive? What faces can tell us about competitive behavior. What Faces Can Tell Us About Competitive Behavior. *Games and Economic Behavior*, 142, 931-940.
4. Balafoutas, L., Faravelli, M., Fornwagner, H., & Sheremeta, R. (2023). Conflict in the pool: A field experiment. *Journal of Economic Behavior & Organization*, 215, 60-73.
5. Fornwagner, H., Grosskopf, B., Lauf, A., Schöller, V., & Städter, S. (2022). On the robustness of gender differences in economic behavior. *Scientific Reports*, 12(1), 21549.
6. Fornwagner, H., Pompeo, M., & Serdarevic, N. (2023). Choosing competition on behalf of someone else. *Management Science*, 69(3), 1555-1574.
7. Fornwagner, H., & Hauser, O. P. (2020). Climate action for (my) children. *Environmental and Resource Economics*, 1-36.
8. Balafoutas, L., Czermak, S., Eulerich, M., & Fornwagner, H. (2020). Incentives for dishonesty: An experimental study with internal auditors. *Economic Inquiry*, 58(2), 764-779.
9. Fornwagner, H. (2019). Incentives to lose revisited: The NHL and its tournament incentives. *Journal of Economic Psychology*, 75, 102088.
10. Balafoutas, L., Fornwagner, H., & Sutter, M. (2018). Closing the gender gap in competitiveness through priming. *Nature communications*, 9(1), 4359.
11. Balafoutas, L., & Fornwagner, H. (2017). The limits of guilt. *Journal of the Economic Science Association*, 3, 137-148.

WORKING PAPERS

Balafoutas, L., Fornwagner, H., Kerschbamer, R., Sutter, M., & Tverdostup, M. (2023). Serving consumers in an uncertain world: A credence goods experiment. MPI Collective Goods Discussion Paper, (2023/11). Available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4592311

Balafoutas, L., Fornwagner, H., Kerschbamer, R., Sutter, M., & Tverdostup, M. (2020). Diagnostic uncertainty and insurance in credence goods markets. University of Innsbruck Working Papers in Economics and Statistics 2023-14. Available at <https://www2.uibk.ac.at/downloads/c9821000/wpaper/2023-14.pdf>

OTHER PUBLICATIONS

Fornwagner, H. & Sutter, M. (forthcoming). Gender differences in competitiveness of children and adolescents. *Handbook of Gender and Experimental Economics*

Fornwagner, H. (2018). Affirmative Action: Ja, Nein, Vielleicht? Aktuelle Resultate aus der Experimentalökonomik und ihre Implikationen für die (wissenschaftliche) Praxis. Published in „Qualität mit Quote. Zur Diskussion um Exzellenz, Chancengerechtigkeit und Gleichstellung in Wissenschaft und Forschung, Cuvillier Verlag Göttingen, 61-78.

Fornwagner (2020). Positive Maßnahmen zur Frauenförderung aus experimentalökonomischer Sicht. Published in „58. Folge des „Frauenvorlesungsverzeichnisses“. 4-7. https://www.frauenbeauftragte.uni-muenchen.de/genderkompetenz/frauenstudien1/frauenstudien/sose_20201.pdf

WORK IN PROGRESS (SELECTION)

- “Environmental decision-making with different intergenerational incentive structures” with O. Hauser and J. Lamb
- “Football Transfer Prices and Inflation” with S. Dickinson
- “How much do you trust them, him, her?” with S. Mago (*Data collection*)
- “Gut-brain axis, microbiota, and economic behaviour” with L. Balafoutas, A. Moschen, S. Reider

TEACHING

UNIVERSITY OF EXETER

Lecture Behavioural Insights for Business and Management	(2023-present; Bachelor program)
Lecture Introduction to Behavioural Economics	(2023-present; Bachelor program)
Innoplay Life	(2024-2025; Professional Development)
Innoplay Studio	(2023-2025; Professional Development)

UNIVERSITY OF REGENSBURG

Lecture MikroMakroKonkret	(2021-2022; Bachelor program)
Seminar Regional Economics II	(2021-2022; Master program)
Seminar Regional Economics I	(2021-2022; Bachelor program)
Lecture Introduction to Econometrics	(2020-2022; Bachelor program)
Seminar Introduction to Microeconomics	(2020-2022; Bachelor program)

UNIVERSITY OF INNSBRUCK

Lecture Experimental Economics	(2019-2020; Master program)
Seminar Intermediate Microeconomics	(2016-2020; Bachelor program)
Seminar Public Economics	(2015-2016; Bachelor program)
Seminar Basic Microeconomics	(2014-2015; Bachelor program)

MANAGEMENT CENTER INNSBRUCK

Lecture International Economics	(2016-2017; Master Program)
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SUPERVISED THESES:

Bachelor: 11	Master: 9	Diploma: 2
PhD Student: Yangfei Lin		

AWARDS / GRANTS

2025	* 2024/25 BA/Leverhulme Small Research Grants Scheme (not selected through the lottery process)
2024	* University of Exeter SCI Seed-corn funding (£2,500), * 2024 BA/Leverhulme Small Research Grants Scheme (not selected through the lottery process)
2023	* University of Exeter and Universität Hamburg – Research Travel Grant (£1,500), *2022-2023 BA/Leverhulme Small Research Grants scheme (not selected through the lottery process)
2022	* Grant from the program “BayIntAn” of the Bavarian State Ministry of Science and the Arts (1,965 Euro)
2021	* Euregio Young Researcher Award 2021 (5,000 Euro) * Funding by the Academic Research Sabbatical-Program of the University of Regensburg (7,000 Euro) * Material and travel grant to profile the career of early-career female scientists at the University of Regensburg (1,357.80 Euro) * Game changer, nominated by the Business and Professional Women Germany, Club Regensburg e. V. * Research funding from the Regensburger Universitätsstiftung Lucia und Dr. Otfried Eberz (11,500 Euro)
2020	* Prof of the Year 2020 for Innovative Teaching. Awarded by the SOWI students at the University of Innsbruck * Winners of the SABE workshop support program for 2020 (1,000 USD) * Research funding provided by the Meltzer Fund (2020) (30,000 NOK)

- 2019 *Clemens August Andreae Prize 2019 (2,500 Euro)
*Research funding from the Diligentia Foundation for Empirical Research (38,200 Euro)
- 2018 *Financial Grant "Tiroler Wissenschaftsförderung" by the Tyrolean provincial government (10,000 Euro)
- 2017 * "Financial Grant for supporting research stays abroad" by the University of Innsbruck (800 Euro)
* "Hypo Tirol Research Support Award" by the Hypo Tirol Bank (2,500 Euro)
* "Award of Excellence" by the Austrian Federal Ministry of Science, Research and Economy (3,000 Euro)
*Conference stipend provided by the "Förderkreis 1669" of the University of Innsbruck for excellent young researchers (1,000 Euro)
- 2016 *eeecon Support Grant, University of Innsbruck (500 Euro)
- 2015 *Aktion D. Swarovski KG Förderungsbeiträge für die Universität Innsbruck (3,000 Euro)
- 2014 *eeecon Support Grant, University of Innsbruck (500 Euro)
- 2013 *Scholarship for studying abroad by the International Relations Office of the University of Innsbruck (1,300 Euro)
*Academic Excellence Scholarship, University of Innsbruck (800 Euro)

PUBLIC TALKS

- 2025 - "Behavior and communication as a success factor: What science reveals for your career", 7.5.2025, Raiffeisen Bank Tirol, Austria
- 2023 - Chair of the Mentoring Panel at the European ESA Meeting Exeter 2023, 13.9.2022, Exeter, UK
- "Gender, Competition, and other cool stuff", 31.3.2023, Economics Research & Pizza event series, University of Exeter, UK
- 2022 - „Innsbruck liest“, 1.7.2022, Stadtbibliothek Innsbruck, Austria
- „Darm an Hirn – und wer entscheidet hier jetzt eigentlich?“, Uni goes Downtown, 24.5.2022, Degginger, Regensburg, Germany.
- „Tipps und Tricks aus der Experimentalökonomik rund um’s Thema MitarbeiterInnen“, 3.2.2022, Chamber of Commerce and Industry (IHK) Regensburg
- 2021 - „Climate action for (my) children“, European Forum Alpbach Tyrol Days, 21.8.2021, Alpbach, Austria.
- „Auf die Plätze, fertig, los! Über Wettbewerbsverhalten aus ökonomischer Sicht“, Regensburg Research Hour of the University of Regensburg, 28.6.2021, Regensburg, Germany. See <https://www.helenaforwagner.com/picture>
- „Applaus ist kein Gehalt! Der Gender Pay Gap kreativ angerichtet: über die Einkommens- und Sichtbarkeitslücken von Frauen im Kultur- und Kreativbereich“, 17.3.2021, Degginger, Regensburg, Germany.
See <https://youtu.be/HYTUN2m3UKY>
- 2019 - „Von der Wissenschaft in die Praxis: Implikationen der Resultate aus der Experimentalökonomik für die Gleichstellung von Frauen und Männern auf dem (wissenschaftlichen) Arbeitsmarkt“, Landeskonzferenz der Frauen- und Gleichstellungsbeauftragten an Bayerischen Hochschulen (LaKoF), 11. July 2019, Hof, Germany
- 2018 - „Affirmative Action: Ja, Nein, Vielleicht? Aktuelle Resultate aus der Experimentalökonomik und ihre Implikationen für die Praxis“, Bundeskonferenz der Frauen- und Gleichstellungsbeauftragten an deutschen Hochschulen (bukof) 2018, 12.-14. September 2018, Landshut, Germany

INVITED SEMINARS

- 2024 Research Seminar "Labour Economics", University of Hamburg, Germany
- 2023 FiRe research seminar, University of Graz, Austria; Colloquium on Economics, Institute for Labour Law and Industrial Relations in the European Union (IAAEU), Trier, Germany; WIFO Research Seminar, Vienna, Austria
- 2022 Behavioral Economy Working Group Seminar, Université Paris Nanterre, France; Micro T&E Seminar, Lund University School of Economics and Management, Sweden; QUEX Seminar, Exeter/Brisbane, UK/Australia
- 2020 Lunch Seminar, University of Regensburg, Germany
- 2019 Seminar in Applied Microeconomics, University of Cologne, Germany; DICE Brown Bag Seminar, University of Düsseldorf, Germany; C-SEB Research Seminar, University of Cologne, Germany; HHS research seminar, Stockholm School of Economics, Sweden
- 2018 NSE workshop, University of Nottingham, UK; BID Research Cluster, University of Exeter, UK; Research Seminar at the Free University of Bozen-Bolzano, Italy
- 2017 IFN Seminar Series, Research Institute of Industrial Economics, Stockholm, Sweden; Research Seminar at the University of Queensland, Brisbane, Australia
- 2016 Research Seminar at the University of Economics Prague, Czech Republic

PRESENTATIONS AT CONFERENCES AND WORKSHOPS

- 2025 1st Women in Experimental and Behavioural Economics Workshop (WOBEE)
- 2024 1st BEE-UK Leicester; Third International Behavioural Public Policy Conference Cambridge; 3rd Reading Football Economics Conference and 7th Sports Economics Sports Management International Conference
- 2023 Newcastle Experimental Economics Workshop; 5th Reading Experimental and Behavioural Economics Workshop 2023; ESA Europe Annual Meeting Exeter; Diversity and Human Capital Workshop Exeter 2023; RES & SES Annual Conference 2023
- 2021 German Economic Association Annual Virtual Meeting 2021; RExCon21 International Online Conference; Workshop on Gender and the Labour Market, Trier University, Germany; ESA 2021 Global Around-the-Clock Meeting; Jahrestagung der Nationalökonomischen Gesellschaft 2021, Innsbruck, Austria; 13th M-BEES 2021, Maastricht, Netherlands; Western Economic Association International; SFB "Credence Goods, Incentives and Behavior" Winter Summit - (Un)Ethical Behavior in Markets.
- 2020 17th Bavarian Micro Day; ESA Global Online Around-the-Clock conference; ESA Mentoring Program June Meeting; ESA Junior Faculty Webinar.
(see https://www.youtube.com/watch?v=XCS_pA4X5DY)
- 2019 Jahrestagung der Nationalökonomischen Gesellschaft 2019, Graz, Austria; Euregio Economics Workshop 2019, University of Trento, Italy
- 2018 6th Workshop in Behavioral and Experimental Health Economics, Oslo, Norway; CEAR/MRIC Behavioral Insurance Workshop 2018, Munich, Germany; Austrian Exp Econ (AEE) Workshop, Innsbruck, Austria; 93rd Annual Conference of the Western Economic Association International, Vancouver, Canada; Euregio Economics Workshop, University of Innsbruck, Austria
- 2017 BIM Workshop - Max Planck Institute, Bonn, Germany; EEA-ESEM Lisbon 2017, Portugal; 10th M-BEES 2017, Maastricht, Netherlands; 2017 Austrian Exp Econ (AEE) Workshop, Vienna, Austria; IMEBESS, Barcelona, Spain; eeecon Workshop, University of Innsbruck, Austria; APESA Asia-Pacific Meeting, Taipei, Taiwan; WESSI Workshop at "NYU Abu Dhabi", Abu Dhabi, United Arab Emirates; Joint Workshop Innsbruck - Max Planck Institute, Munich, Germany
- 2016 ESA European Meeting, Bergen, Norway; Poster Presentation at the Review Hearing for the Special Research Program (SFB) "Credence goods, incentives, and behavior", Vienna, Austria; Euregio Economics Meeting, University of Bozen, Italy

MEDIA PRESENCE (Selection)

INTERVIEWS:

- Gesichter lesen. **OE1 WISSEN AKTUELL**. 27.3.2023
- Verhalten ins Gesicht geschrieben. **ORF Science**. 27.3.2023
- Wirtschaftliches Verhalten: Geschlecht spielt keine Rolle. **OE1 Monatsmagazin**. 2.2.2023
- Geschlecht spielt keine Rolle. **ORF Science**. 3.2.2023
- Tiroler Ökonomin Fornwagner: „Geschlecht ist entscheidend für Gehalt“. **Tiroler Tageszeitung**. Nr. 7, 7.1.2023
- Diskriminierung wird verschwinden. **Tiroler Tageszeitung**. Nr. 148, 30.5.2022
- Forscherin mit Bodenhaftung. **Donau Post**. 26.9.2021
- Sie weiß, wie Menschen ticken. **Mittelbayrische**. Nr. 214. 16.9.2021
- Frauen im Job: „Den Wille zur Macht aktivieren“. **Tiroler Tageszeitung**. 5.11.2018
- Radio U1. Radio interview, 5.11.2018

BLOG POSTS:

- Frauenquoten – Quo vadis Austria?. Die Presse. 03.06.2024
- Jenseits des Klischees: Über „sex“ vs. „gender“ in der wirtschaftlichen Entscheidungsfindung. Die Presse. 01.01.2024
- How does gender affect economic decision-making?. Exeter Expertise. 11.10.2023
- What role does gender play in economic decisions? An interview with Dr. Helena Fornwagner. Prolific. 31.5.2023
- The bright side of power. Nature Research Behavioural & Social Sciences Community. 19.10.2018
- Balance for the better. Nature Research Behavioural & Social Sciences Community. 08.03.2019

PODCAST:

117_Was ich gern früher gewusst hätte #23. See https://coachingzonen.podigee.io/117-117_was-ich-gern-fruher-gewusst-hatte-23

PRINT AND ONLINE PRESS:

- Frauenquoten – Quo vadis Austria?. **Die Presse**. 17.06.2024
- Geschlecht spielt keine Rolle. **ORF Science**. 2.3.2023
- Greenwashing zu entlarven liegt nicht am Verbraucher. **Die Wirtschaftszeitung**. Juni 2022
- Climate change: Children push parents to be more conscious about global warming, research finds. **iNews**. 4.1.2022
- Glanzleistungen in Alpbach ausgezeichnet. **ORF**. 23.8.2021
- Da Alpbach nuovo impulso per l'Euregio. **TrentoToday**. 23.8.2021
- Engagement und Kreativität als Mehrwert. **Tiroler Tageszeitung**. Nr. 232, 23.08.2021
- Euregio hat Jungforscherpreis und Innovationspreis verliehen. **stol.it**. 22.8.2021
- Klimafitte Bäume im StadtKlimaWald. **wissenswert**. Ausgabe Oktober 2020
- Für das Klima – Baum für Baum. **meinbezirk.at**. 15.10.2020
- Eltern in Innsbruck verzichten lieber auf Geld als auf einen Baum. **Tiroler Tageszeitung**. 12.9.2020
- Eltern ist Klimaschutz wichtiger als Geld. **ORF**. 7.9.2020
- Bäume pflanzen für das Klima. **meinbezirk.at**. 1.9.2020
- Erstmals Clemens-August-Andreae-Preis verliehen. **meinbezirk.at**. 22.10.2019
- Clemens-August-Andreae-Preis verliehen. **Tiroler Tageszeitung**. Nr. 294, 23.10.2019
- **Radio U1**. 8.04.2019, Radio Report
- Teilnehmerinnen gesucht. **Tiroler Tageszeitung**. Beilage „Innovation in Tirol, Das Magazin für Forschung und Entwicklung“, Ausgabe 01/2019
- **Tiroler Tageszeitung**. Nr. 92, 02.04.2019
- **Tiroler Tageszeitung**. Nr. 305, 05.11.2018
- Macht lässt Frauen riskanter werden. **ORF**. 19.10.2018
- Studie: Machtgefühl schließt geschlechtsspezifische Lücke. **Kurier**. 19.10.2018
- Durch Machtgefühl geschlechterspezifische Unterschiede mindern. **meinbezirk.at**. 19.10.2018

ADDITIONAL QUALIFICATIONS

2024	Advance Higher Education Aurora Leadership Training
2023	Fellowship of the Higher Education Academy (FHEA)
2022	INNOPLAY Playful Champion

PROFESSIONAL SERVICE

- * *Royal Economic Society (RES) Women in Economics (UK WEN) Co-Lead for Career Conversations*
- * *Current: ORGANIZING BOARD MEMBER of the Discrimination and Diversity Workshop Series; EDI REPRESENTATIVE of the Behavioural & Experimental Economist (BEE UK) Network; SCIENTIFIC ADVISORY BOARD MEMBER, Austrian Institute of Economic Research (WIFO); EDITORIAL BOARD MEMBER Sports Economics Review*
- * *Past: GUEST EDITOR Journal of Economic Psychology, special issue on “Biological foundations of economic decision making”, together with Kim Fairley and Aysu Okbay; MENTOR of The Women in Economics Initiative*

REFEREING FOR THE FOLLOWING JOURNALS: Annals of Operations Research; BMC Public Health; Diligentia Foundation for Empirical Research; Economic Journal; European Economic Review; Experimental Economics; Exeter Prize; Games; International Journal of Health Economics and Management; Journal of Behavioral and Experimental Economics; Journal of Economic Behavior and Organization; Journal of Economics and Management Strategy; Journal of Political Economy Microeconomics; Journal of Economic Psychology; Journal of Political Economy Microeconomics; Journal of the Economic Science Association; Journal of Public Economics; Management Science; Nature Communication; National Science Foundation; Oxford Bulletin of Economics and Statistics: PLOS ONE; Science Advances; Social Choice and Welfare; Southern Economic Journal, Sports Economics Review, Sustainability

UNIVERSITY SERVICE

2024-present	<i>Co-Director for Research Ethics of the Business School of the University of Exeter</i>
2022-present	<i>Member of the hiring committee at the Department of Economics</i>
2023-2025	<i>ASPIRE Professional Recognition Pathway Mentor and Assessor</i>
2022-2024	<i>Departmental Research Ethics Officer of the Business School of the University of Exeter</i>
2021-2022	<i>Elected mid-level representative of the Faculty of Business, Economics, and Management Information Systems (University of Regensburg)</i>
2018-2020	<i>Organizer of the SFB Women’s Networking Day</i>
2017-2020	<i>External Advisor for the Bachelor, Master, and PhD Programs in Economics at the University of Innsbruck</i>
2017-2020	<i>Deputy Director of Lab Operations Innsbruck EconLab</i>
2018	<i>Member appointment committee “Experimental and Behavioral Economics”</i>
2017	<i>Substitute member habilitation commission Anita Gantner</i>
2015-2017	<i>Manager of the Innsbruck EconLab Facebook Page</i>

ADDITIONAL ACTIVITIES AND EVENTS: BEST student fair for schools, Open day of the University, University days for pupils, 350 years festival of the University of Innsbruck; Member of the organizing committee of the 7th Workshop in Behavioral and Experimental Health Economics 2020; Organizing committee of the European Association of Young Economists workshop 2020 (canceled on short notice due to the Covid-19 pandemic); Mentee of the 2020 ESA Mentoring Program; Helper at the annual meeting of the German Economic Association, Member of the Organizing Committee of the ESA European Conference in Exeter 2023; Workplace 2030 Project Team EDI Member at the University of Exeter; Member of the RES Peer Learning Group on “Ethics of policies to favour women hiring and promotion, and women’s outlook on such policies”, Organizer of the RES event “Economics is relevant! Inspirational Talks for Future Economists”

Organizing board member of the BEE UK Workshop 2026 at the University of Exeter

Monday, August 11, 2025

