

## **Stephan Fally — Curriculum Vitae**

### **Contact Information:**

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LinkedIn: <https://www.linkedin.com/in/stephan-fally-439778217/>

Nationality: Austrian

Date of Birth: June 13, 1994

### **Research Interests:**

Prosocial consumer behavior

Charity marketing

Consumer neuroscience and attention

Social norms and behavioral interventions

Sport marketing / sports consumer behavior

Sustainable marketing

Marketing and wellbeing

### **Education:**

PhD in Marketing, WU Vienna, 2022–present (GPA 1.00)

MSc Neuroeconomics, University of Amsterdam, 2021–2022 (GPA 8.14)

MSc Economics (Applied), WU Vienna, 2019–2021 (GPA 1.6)

BSc Business Administration, University of Vienna, 2014–2019 (GPA 2.3)

BA Political Science, University of Vienna, 2014–2018 (GPA 1.6)

### **Academic & Professional Experience:**

Research and Teaching Associate, WU Vienna, 2022–present

Working Student, FehrAdvice & Partners, 2021–2022

Private Tutor, 2016–present

### **Teaching Experience:**

Data-Based Storytelling

*Lecturer & Co-Developer — WU Vienna, 2023–2025 (multiple semesters)* Developed and taught a course on data narratives, visualization, and the neuroscience of attention. Responsible for interactive teaching, student presentations, and supervising applied mini-projects using real-world data.

#### Cross-Functional Management

*Lecturer & Co-Developer — WU Vienna, 2023–2026 (multiple semesters)* Taught an integrative course combining management, marketing, procurement, operations, and logistics. Designed interactive sessions, gamified assignments, and a multi-session computer simulation to teach cross-functional decision-making.

#### Marketing Consulting Project C

*Co-Lecturer — WU Vienna, Winter 2025/26* Co-led a consulting project course in collaboration with IKEA. Co-supervised student teams acting as junior consultants, and guided data analysis and strategic development.

#### Guest Lecturer: Charity Marketing and Donor Management

*WU Vienna, Winter 2023/24* Delivered a guest lecture on declining trends in prosocial giving.

#### **Publications & Presentations:**

Fally, S., Güntürkün, P., Wlömert, N., & Schreier, M. (2025). “Your Impact Wrapped: The Effect of Custom Impact Recaps on Donor Behavior.” ECDHM 2025.

Qua, K., Lengauer, M., Dorner, V., Fally, S., & Gomes, J. (2024). “Loose Change For Live Streaming: An Experimental Investigation On Online Tipping Denomination.” The 32nd European Conference on Information Systems Proceedings (ECIS 2024).

Fally, S., & Güntürkün, P. (2023). “Breaking the Pattern: Emphasizing the Negative Trend in Blood Donations Positively Affects Non-Donors.” ECDHM 2023. **Working Papers:**

#### **Awards & Scholarships:**

International Research Fellow (WU Vienna, Winter 2025)

Small-scale projects by WU junior faculty (WU Vienna, Winter 2024)

Merit-based scholarship (WU Vienna, Winter 2024)

Merit-based scholarship (WU Vienna, Winter 2023)

Merit-based scholarship (WU Vienna, Winter 2021)

Merit-based scholarship (University of Vienna, Winter 2016)

#### **Academic Service:**

Co-management of university laboratory

Conference Co-organization (ECDHM 2023)

**Skills:**

Languages: German, English, Swedish, French, Dutch

Digital Skills: R (Advanced), LaTeX (Advanced), Qualtrics (Advanced), Matlab (Basic), Python (Basic).

**References:**

Available upon request.