

Prof. Dr. Rolf Wüstenhagen

Curriculum Vitae

<http://goodenergies.iwoe.unisg.ch/>

Date of Birth: 12 May 1970

Citizenship: German, Swiss

Languages: German (mother tongue), English (fluent),
French (good), Czech (basic)



since 2014	Head, Center for Energy Innovation, Governance and Investment (EGI-HSG), University of St. Gallen
since 2009	Full Professor for Management of Renewable Energies, and Director, Institute for Economy and the Environment, University of St. Gallen
2014	Visiting Scholar, Tel Aviv University, Faculty of Social Sciences, Department of Public Policy
2011	Visiting Scholar, National University of Singapore, Lee Kuan Yew School of Public Policy & Energy Studies Institute
2007-2009	Associate Professor [<i>Habilitierter Nachwuchsdozent</i>] of Energy and Sustainability Management, Univ. of St. Gallen
2008	Visiting Professor, Copenhagen Business School, Denmark
2007	Visiting Scholar, Wilfrid Laurier University, Waterloo (Ontario), Canada
2005	Visiting Professor, University of British Columbia, Vancouver, Canada
2003-2007	Assistant Professor [<i>Nachwuchsdozent</i>] of Environmental Management, and Vice Director, Institute for Economy and the Environment (IWÖ-HSG), University of St. Gallen
2004	Visiting Lecturer, Helsinki University of Technology, Finland
2000-2003	Energy Analyst / Investment Manager, SAM Private Equity, Zollikon-Zürich.
2000	PostDoc Researcher, Centre for Energy Policy and Economics (CEPE), ETH Zürich
1996-2000	PhD Candidate and Project Leader, Institute for Economy and the Environment (IWÖ-HSG), University of St. Gallen, Switzerland.
1995-1996	Research Associate, Wuppertal Institute for Climate, Environment, Energy.
1993-1995	Co-Initiator and Tutor, Project „Corporate Environmental Management“ (ÖBWL), Berlin University of Technology.
1993	Project Manager, European Community Energy Centre Prague (Czech Republic)
1990-1996	Bachelor [<i>Vordiplom</i>] and Master [<i>Diplom</i>] in Industrial Engineering and Management [<i>Wirtschaftsingenieurwesen</i>], University of Karlsruhe and TU Berlin.

Ongoing Research Projects:

“Multi-sectoral approaches to innovative skills training for renewable energy and social acceptance (MISTRAL)”, European Commission, Horizon 2020 ITN (2019-2022).

“Applying nudging techniques to promote fuel efficient car purchases”, Swiss Federal Office of Energy, EWG (2017-2019).

“Emotional antecedents to social acceptance of solar and wind power”, Research Fund of the University of St. Gallen (2018-2019).

“Consumer and investor acceptance of electric mobility”, Innosuisse (SCCER Mobility, 2017-2020).

“Consumer Barometer Renewable Energy” (annual survey since 2011), funded by Raiffeisen and EnergieSchweiz.

Selected Past Research Projects:

- “Integration of the Swiss energy system into European energy policy”, Swiss National Science Foundation (2018-2019).
- “ACTIVE INTERFACES – Understanding consumer and investor preferences to overcome barriers for a large use of BIPV in the Swiss urban context“, Swiss National Science Foundation (2014-2018).
- “Community Solar for St. Gallen”, St. Galler Stadtwerke (2017-2018).
- “Lowering the financing cost of Swiss renewable energy infrastructure: Reducing the policy risk premium and attracting new investor types“, Swiss Federal Office of Energy, EWG (2015-2017)
- “Improving Energy Security through Swiss-Ukrainian-Estonian Institutional Partnership“, Swiss National Science Foundation SCOPES (2015-2017)
- “Social Acceptance of Wind Energy in Eastern Switzerland“, Swiss Federal Office of Energy and Cantons of St. Gallen, Thurgau and Grisons (2015-2016)
- “Business Model Innovation for Distributed Power Generation“, Sankt Galler Stadtwerke (2014-2016).
- “Cleaner and less energy – how utilities need to re-invent their business model in the context of the energy transition” (2013-2015), Nagelschneider Foundation for Sustainable Energy Research, Munich.
- “Business Models for Smart Grid Services“, Repower AG (2012-2015).
- “IRenES - The Impact of Renewable Energy Policies on the Economic and Social Development at Regional Level” (2012-2014), funded by Rectors’ Conference of the Swiss Universities (CRUS-SciEx), in cooperation with Lucian Blaga University of Sibiu (Romania).
- “Cross-country analysis of consumer acceptance towards renewable energy technologies” (2012-2014), funded by CRUS-SciEx, in cooperation with Corvinus University Budapest (Hungary).
- “Affective Influences on Risk-Return Perceptions of Renewable Energy Investors: An Experimental Analysis of Differences between Financial and Strategic Investors” (2012-2013), Swiss Federal Office of Energy.
- “Community Acceptance of Wind Energy Projects in Switzerland” (2011-2013), Swiss Federal Office of the Environment (with University Halle-Wittenberg).
- “Path Dependence in Strategic Energy Investment Decisions” (2011-2013), funded by Nagelschneider Foundation for Sustainable Energy Research, Munich.
- “IMPROSUME - The Impact of Prosumers in a Smart Grid based Energy Market” (2010-2013), Swiss Federal Office of Energy / ERA-Net (with NCE Halden et al.)
- “Cognitive biases in sustainable energy venture investment” (2009-2011), funded by SNSF.
- “BAER – Bodensee-Alpenrhein Energy Region“ (2009-2012), funded by Internationale Bodenseehochschule (with University of Liechtenstein, et al.).
- “Renewable Energies and Green Electricity – target groups and communication strategies” (2009-2011), funded by German Federal Ministry of the Environment (with Universität Halle-Wittenberg).
- “Developing a Business Model for Solar-powered WaterShops in Kenya“ (2011-2012), funded by Interdepartmental Platform for Renewable Energy and Energy Efficiency Promotion in International Cooperation (REPIC), Swiss Government.
- “Intuitive Decision-Making in High Uncertainty Contexts: The Case of Venture Capital Investment in Developing Country Renewable Energy Firms” (2010-2011), Research Fund of the University of St. Gallen.
- “The Price of Renewable Energy Policy Risk: An empirical analysis based on choice experiments with international wind and solar energy investors” (2009-2010), International Energy Agency (IEA), Paris.
- “Understanding the Value of Business Models: Empirical Evidence from Choice Experiments with Renewable Energy Investors” (2009-2010), Research Fund of the University of St. Gallen.
- “Social, environmental and economic dimensions of sustainable energy consumption in residential buildings” (2008-2010), funded by German Ministry of Education and Research (BMBF) (with ZEW Mannheim, DIW Berlin, et al.).
- “BARENERGY: Barriers for energy changes among end consumers and households” (2008-2010). EU 7th Framework Programme for Research (with National Institute for Consumer Research, Oslo, et al.)
- “Renewable distributed generation technologies in the Mediterranean region” (DISTRES, 2007-2009), EU 6th Framework Programme for Research (with Electricity Authority of Cyprus et al.).
- “Hopes, hypes and disappointments: the social dynamics of expectations and innovation” (2007-2009), funded by SNSF (with Swiss Federal Institute of Aquatic Science and Technology)

“SCORE! Sustainable Consumption Research Exchanges” (2005-2008), EU-Project within the 6th Framework Programme for Research (FP6 2003-NMP-TI-3-MAIN).

"The effect of life-cycle cost information on consumer investment decisions for eco-innovation", Research Fund of the University of St. Gallen, 1.1.-31.12.2008.

"Micropower in residential buildings – An integrated analysis of consumer preferences, marketing strategies and emerging business models", Swiss National Science Foundation (2005-2007).

"Emerging Energies, Emerging Landscapes: Revisioning the Past, Constructing the Future", Exploratory Workshop, funded by European Science Foundation (2006-2007).

"Customer Preferences for Electricity Products", St. Galler Stadtwerke & SN Energie (2006-2007).

"The Influence of Regulatory Risk on Sustainability-Related Venture Capital Investment Decisions" (2006-2007), funded by the Research Fund of the University of St. Gallen.

"Market Diffusion of Renewable Energy Innovation in China and Switzerland (DIFFREN.CH)", Sino-Swiss Scientific Workshop, funded by Swiss National Science Foundation (2006-2007).

"Overcoming Barriers to Purchasing Green Electricity", funded by Sankt Galler Stadtwerke, in cooperation with CREDEN (Research Center in Energy Law and Economics), Univ. de Montpellier (2005-2007).

"Social Acceptance of Renewable Energy Innovation", co-financed by Swiss Federal Office of Energy, Research Programme Wind Energy, and Swiss National Science Foundation (2005-2006).

"The role of government in supporting the emergence of clean energy venture capital investing in Switzerland", funded by Swiss Federal Office of Energy (BFE, 2005).

"Massnahmen zur Absenkung des Flottenverbrauchs", funded by Swiss Federal Office of Energy (BFE, 2003-2005).

"Evaluation Energieetikette für Hausgeräte", funded by Swiss Federal Office of Energy (2003-2005).

"Green energy market development in Germany", Norwegian Research Council (2003-2004)

Teaching Experience (including Executive Education):

Academic Director, Executive Education Programme (CAS) in "Renewable Energy Management" (REM-HSG), since 2010.

"SIGMA Global Virtual Course: Managing the SDGs", University of St. Gallen/WU Vienna/ESADE Barcelona/Singapore Management University/Copenhagen Business School/Université Paris-Dauphine, since 2018.

"Model UNFCCC: CEMS Climate Change Strategy Role Play", CEMS Master of International Management (MIM), University of St. Gallen/ESADE Barcelona/Universität Köln/Warsaw School of Economics/Corvinus University Budapest/Rotterdam School of Management, Erasmus University/Stockholm School of Economics/Vienna University of Economics and Business, since 2009.

"Sustainable Finance", University of St. Gallen, Master in Banking & Finance, University of St. Gallen, since 2016.

"Clean Energy Marketing", University of St. Gallen, Master in Marketing, Services & Communication Management, University of St. Gallen, since 2013.

"Overcoming Energy Path Dependence", University of St. Gallen, Contextual Studies (with Itai Sened, since 2016).

"Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges", CEMS MIM, University of St. Gallen (since 2011).

"Corporate Sustainability and Energy Management", University of St. Gallen, PhD Programme in Management (with Thomas Dyllick; since 2008, with Jürg Minsch: 2001-2007).

"Global Energy Governance" (since 2015: "Energy Governance and Management"), University of St. Gallen, Master in International Affairs (with Ann Florini in 2012, with Jonas Meckling in 2013, with Maya Jegen in 2014, with Jörn Richert in 2015, with Philipp Thaler in 2018).

"Renewable Energy Management", Univ. St. Gallen, Executive Master of Business Engineering (2016).

"History and Future of Energy Systems", Univ. St. Gallen, Contextual Studies (with Rolf-Peter Sieferle, 2006, 2011, with Daniele Ganser 2012-2017).

"Energy Systems in Transition: Economic, policy and social challenges", European Campus of Excellence (ECE) Summer School, ETH Zurich/Univ. St. Gallen/Swiss Study Foundation, 2016

"Energy, Management and Psychology", University of St. Gallen (with Elke Weber, 2016).

oikos Young Scholars Energy Academy “Overcoming Path Dependence in Energy Investment, Policy and Decision-Making” (with Itai Sened and Varda Liberman, 2014, with Vered Blass, Miranda Schreurs and Itai Sened, 2015).

“Climate Change Communication”, project with IPCC, University of St. Gallen, Master in International Affairs (MIA) programme, 2012.

“Mainstreaming Renewable Energy”, MBA module, University of St. Gallen, 2011-2012.

“Managing Renewable Energy Business”, Executive MBA in European Utility Management, Jacobs University Bremen (Germany), 2011.

oikos Young Scholars Entrepreneurship Academy “Cleantech Entrepreneurship, Finance & Policy”, (with Itai Sened and Sophie Manigart, 2011).

Global Leadership Seminar: "International Regimes for Global Warming: Political, Economical & Legal Challenges", Fletcher School/College of Europe/NUS Singapore/HSG, Talloires (France), 2008-2010.

Lecture “Sustainability & Innovation”, within the Master (M.A.) in Marketing, Services & Communication Management, also CEMS Elective Course, University of St. Gallen (2004-2011).

Business Projects “Green Marketing”, Master in Marketing, Services & Communication Management, University of St. Gallen (since 2004).

Seminars on “Corporate Sustainability”, CEMS-MIM, Univ. St. Gallen/Univ. Cologne/Corvinus Univ. Budapest/Stockholm School of Economics/Universidade Nova de Lisboa (2004-2010).

Oikos PhD Summer Academy “Sustainability, Innovation and Entrepreneurship”, (2004-2008).

Integration Seminars, Bachelor, University of St. Gallen (2003-2007).

“Sustainable Entrepreneurship & Venture Capital”, MBA, Sauder School of Business, University of British Columbia (April/May 2005).

„From Eco-Niche to Mass Market“, Distance learning MBA „Sustainability Management & Entrepreneurship“, University of Lüneburg (since 2005).

Seminar "Investment in Sustainable Energy", Helsinki University of Technology (2004).

Public Lectures “Business Models for Sustainable Energy”, University of St. Gallen (2000-2003).

Seminars, Public Lectures, Role Play & Excursion “Corporate Environmental Management”, Berlin University of Technology, Department Economics & Management, (1993-1995).

Supervision of Theses (since 2003):

Supervisor, Co-Supervisor or External Examiner of 69 PhD theses and seven postdoctoral research projects at University of St. Gallen, Swiss Federal Institute of Technology Zürich (ETHZ), Ecole Polytechnique Fédérale Lausanne (EPFL), Université de Montpellier, Cambridge University, Technische Universität Berlin, Technische Universität Wien, Norwegian University of Science and Technology (NTNU), IE Business School Madrid, TU Darmstadt, Trinity College Dublin, Indian Institute of Technology Bombay, University of Amsterdam, University of Geneva, Technical University of Denmark (DTU), University of Klagenfurt (AAU).

Supervisor or Co-Supervisor of more than 280 Bachelor and Master Theses at the University of St. Gallen. Supervisor of more than 30 Theses in Executive Programmes (EMBA, EMBE, MBA, DAS) at the University of St. Gallen. External Examiner of Master theses at ETH Zurich, University of Basel, University of Liechtenstein, University of Koblenz-Landau, University of Freiburg i.Br., Auckland University of Technology.

Service / Memberships:

Member, Programme Committee, PhD Programme in International Affairs and Political Economy (DIA), University of St. Gallen (since 2015).

Co-Chair, Focus Area Responsibility, Contextual Studies Programme, Univ. St. Gallen (since 2017).

Member, Task Force Diversity, Univ. St. Gallen, School of Management (since 2018).

Member of Appointment Committees for Professorships at Univ. St. Gallen, Univ. Neuchâtel and Alpen-Adria University Klagenfurt (since 2013).

Member, Reflection Group Renewable Energies, Swiss Federal Office of Energy (2011-2016).

Member, Task Force FSWS, Univ. St. Gallen, School of Management (2015).

Member, Advisory Council, Energy Strategy 2050, Swiss Federal Department of Energy (2011-2015).

Member of the Jury, Zurich Climate Award Switzerland (2013, 2014, 2016).

Member of the Jury, Thurgovian Energy Award (2014, 2017)

Member of the Jury, ONE NBS Research Impact on Practice Award, Academy of Management (2014).
Intergovernmental Panel on Climate Change (IPCC): Member of Lead Author Team for Special Report "Renewable Energy Sources and Climate Change Mitigation", (2008-2011).

Swiss Federal Energy Research Commission (CORE; 2004-2010).

CEMS Faculty Group "Business and the Environment".

Academy of Management, Entrepreneurship (ENT) and Organizations & the Natural Environment Divisions (ONE).

Member, German Association of University Professors of Management (VHB)

Member, Core Group Sustainable Energy Systems, Swiss Academies of Arts & Sciences (2007-2009).

Ad hoc Reviewer: Energy Policy, Nature Energy, Energy Economics, Ecological Economics, Science, Research Policy, Int J of Energy Sector Management, Energy Research & Social Science, Environmental and Resource Economics, Journal of Management Studies, Business Strategy and the Environment, Entrepreneurship Theory & Practice, Int. J. Technology Management, J. International Management, California Management Review, Int. J. Consumer Studies, J. Cleaner Production, Scandinavian Journal of Management, Politics and Governance, Social Justice Research, HKIE Transactions (Journal of the Hong Kong Institution of Engineers), Die Unternehmung, J. Environmental Planning and Management, Technovation, Economics of Innovation and New Technology, Energy Research and Social Science, J of Commodity Markets; Social Sciences and Humanities Research Council of Canada (SSHRC), Swiss National Science Foundation (SNSF), European Science Foundation (ESF), Netherlands Organisation for Scientific Research (NWO), German Ministry of Education and Research (BMBF), Research Council of Norway (RCN), Danish Council for Strategic Research, International Association for Energy Economics (IAEE).

Awards

#thinklist: Recognized as one of the world's 20 most influential faculty thinkers on issues of responsible business in social media (1Q2018).

Best Poster Award, Swiss Competence Center for Energy Research (SCCER Mobility) Annual Conference 2017, ETH Zurich (with M. Kubli and M. Looock).

Teaching load reduction in recognition of exceptional research performance, Univ. of St. Gallen (2011, 2015, 2016).

Runner Up, ONE NBS Research Impact on Practice Award, Academy of Management (with S. Hille, née Heinzle) (2013)

Finalist, PRME Leaders+20 Competition, for the CEMS Climate Change Strategy Course and Role Play (2012)

Finalist, Communication Impact Award 2010, Profile Area "Business Innovation", Univ. of St. Gallen.

Best Poster Award, 11th Global Change Day, Swiss Academy of Sciences, 2010 (with S. Heinzle)

2010: Ranked 1st place on the appointment list, Full Professor in Sustainable Energy Management [*Ruf auf die W3-Professur für nachhaltiges Energiemanagement*], Univ. of Flensburg.

2008-2009: Ranked 3rd place on the appointment list of Full Professorships in Energy Economics at Universities of Technology in Karlsruhe, Cottbus and Dresden (Germany), as well as of Full Professorship in Sustainable Resource Use, University of Klagenfurt (Austria).

Finalist, Emerald Best International Symposium Award 2009, Academy of Management Annual Meeting, Chicago, for the symposium "Innovation, Markets & Sustainable Energy" (with A. Russo et al.)

Winner of the Swiss Transdisciplinarity Award 2000, for the research project "Green Electricity – perspectives for sustainable use of hydropower" (with B. Truffer et al., EAWAG)

Scholarship, German National Academic Foundation (Studienstiftung des deutschen Volkes) 1991-96

Mentoring

Advisor of a PhD thesis by Merla Kubli, winning Best Student Paper Award at IAEE European Conference 2017 Vienna.

Advisor of a Postdoctoral research project by Anna Ebers, winning Best Poster Award at IAEE European Conference 2017 Vienna.

Co-Advisor of a PhD thesis by Liudmila Chambers "Growing a Hybrid Venture: Toward a Theory of Mission Drift in Social Entrepreneurship" winning Dr. Peter Werhahn Award for best dissertation in management science at University of St. Gallen 2014.

Advisor of a PhD thesis by Nina Hampl "Energy Investment Decision-Making Under Uncertainty: The Influence of Behavioral and Social Effects", one of the winners of the 2013 SAEE Student Award

Advisor of a PhD thesis by Stefanie Heinzle, Runner-Up, ONE Best Dissertation Award, Academy of Management, Organizations and the Natural Environment Division 2012 and Special Prize, Science Award Vorarlberg (Austria) 2013.

Advisor of a PhD thesis by Sylviane Chassot, winning the First Prize at the Elsevier/IAREP/SABE Best Student Paper Competition 2013 (International Association for Research in Economic Psychology / Society for the Advancement of Behavioral Economics)

Advisor of a PhD thesis by Sonja Lüthi, recognized as a Runner Up at the Student Best Paper Award, 2009 International Conference of the International Association of Energy Economics (IAEE), San Francisco.

Supervisor of a Master Thesis by Nicole Fahr "Making Green Electricity the Default: Market Analysis and Marketing Strategy for the Municipal Utility of St. Gallen" winning the 2012 Thesis Award of the Swiss Association for Market Research (vsms)

Supervisor of a Master Thesis by Arnaud Foubert "Definition and Diffusion of High-Quality Carbon Credits: Exploratory Case Study Gold Standard" winning the 2011 oikos Sustainability Thesis Award for the best sustainability-related Master Thesis at the University of St. Gallen

Supervisor of a Master Thesis by Susanne Fischer "Underinvestment of private investors in renewable energy" winning a special prize at the 2010 SAEE Student Award

Supervisor of a Master Thesis by Daniel Angehrn "Ecological influence of information on operating costs on investment decisions concerning heating systems" winning the 2010 oikos Sustainability Thesis Award for the best sustainability-related Master Thesis at the University of St. Gallen

Supervisor of a Master Thesis by Melanie Oschlies "A behavioral finance perspective on sustainable energy investment decisions" winning the 2008 Student Award of the Swiss Association for Energy Economics (SAEE), as well as the 2009 European Award for "Finance and Sustainability" of the French Social Investment Forum.

Supervisor of a Master Thesis by Roman Schlauri "Behavioral Aspects of Pension Fund Investment in Renewable Energy" winning the 2009 Student Award of the Swiss Association for Energy Economics

Supervisor of a Master Thesis by Andreas Burkhalter "Product design in a liberalised electricity market" winning the 2008 oikos Sustainability Thesis Award

Supervisor of a Master Thesis by M. Nieto Rivera "Business Models for Regional Utilities in a Liberalised Electricity Market" winning 2007 SAEE Student Award.

Supervisor of a Bachelor Thesis by Nadine Mounir "Ecological Economics: An Energy Policy Analysis" one of the winners of the 2013 SAEE Student Award

Other Activities

Orienteering. Head of Media Centre, World Championships 1995. Competitive Athlete, results include *International*: Orienteering Meeting Venezia 2017 (2nd), 2018 (1st), Aguiar da Beira Orienteering Meeting 2019 (1st), Tallinn Orienteering Week 2015 (2nd), Penamacor International Orienteering Meeting 2018 (2nd), Lisbon Orienteering Meeting 2016 (3rd), Canadian Short Distance Championships 2005 (5th), World Masters Orienteering Championships 2016 Sprint (20th).

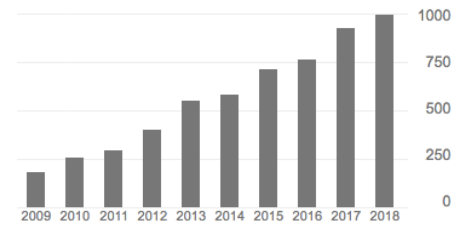
National: German Championships Relay 2002 (2nd), Sprint 2014 (3rd), 2016, 2018 (5th), Middle 2011 (4th), 2017, 2018 (5th), German Park Tour 2017 (2nd), 2018 (3rd).

Regional: Baden-Württemberg Championships Relay 2006-2008, 2010, 2012 (1st), Long 2017 (1st), Middle 2017 (1st), Long 2015 (2nd), Middle 2018 (2nd), Relay 2011, 2013, 2014 (2nd).

Rolf Wüstenhagen's Publications

Google Scholar (as of July 13, 2019): 6832 Citations, h-Index 31, i10-Index 66.

Scopus: 2895 Citations, h-Index 23.



Citations last 10 years (Source: Google Scholar)

Articles in Refereed Journals

- Petrovich, B., Hille, S., Wüstenhagen, R. (2019): Beauty and the budget: A segmentation of residential solar adopters, *Ecological Economics*, 164, 106353.
- Salm, S., Wüstenhagen, R. (2018): Dream team or strange bedfellows? Complementarities and differences between incumbent energy companies and institutional investors in Swiss hydropower. *Energy Policy*, 121, 476-487.
- Rinscheid, A., Wüstenhagen, R. (2018): Divesting, Fast and Slow: Affective and Cognitive Drivers of Fading Voter Support for a Nuclear Phase-Out, *Ecological Economics*, 152, 51-61.
- Curtius, H., Hille, S., Berger, C., Hahnel, U., Wüstenhagen, R. (2018): Shotgun or snowball approach? Accelerating the diffusion of rooftop solar photovoltaics through peer effects and social norms. *Energy Policy*, 118, 596-602.
- Kubli, M., Loock, M., Wüstenhagen R. (2018): The flexible prosumer: Measuring the willingness to co-create distributed flexibility. *Energy Policy*, 114, 540-548.
- Hille, S., Curtius, H., Wüstenhagen, R. (2018): Red is the new blue—The role of color, building integration and country-of-origin in homeowners' preferences for residential photovoltaics. *Energy and Buildings*, 162, 21-31.
- Dharshing, S., Hille, S., Wüstenhagen, R. (2017): The Influence of Political Orientation on the Strength and Temporal Persistence of Policy Framing Effects, *Ecological Economics*, 142, 295-305.
- Karneyeva, Y., Wüstenhagen, R. (2017): Solar feed-in tariffs in a post-grid parity world: The role of risk, investor diversity and business models. *Energy Policy* 106, 445-456.
- Tabi, A., Wüstenhagen, R. (2017): Keep it local and fish-friendly: Social acceptance of hydropower projects in Switzerland. *Renewable and Sustainable Energy Reviews* 68, 763-773
- Friedrich, E., Wüstenhagen, R. (2017): Leading organizations through the stages of grief: The development of negative emotions over environmental change. *Business & Society* 56 (2), 186-213
- Salm, S., Hille, S., Wüstenhagen, R. (2016): What are retail investors' risk-return preferences towards renewable energy projects? A choice experiment in Germany. *Energy Policy* 97, 310-320
- Chassot, S., Klöckner, C.A., Wüstenhagen, R. (2015): Can implicit cognition predict the behaviour of professional energy investors? An explorative application of the Implicit Association Test (IAT). *Journal of Applied Research in Memory and Cognition*, 4: 285-293.
- Wuebker, R., Hampl, N., Wüstenhagen, R. (2015): The Strength of Strong Ties In An Emerging Industry: Experimental Evidence of the Effects of Status Hierarchies and Personal Ties In Venture Capitalist Decision-Making. *Strategic Entrepreneurship Journal*, 9: 167-187.
- Chassot, S., Hampl, N., Wüstenhagen, R. (2014): When energy policy meets free-market capitalists: The moderating influence of worldviews on risk perception and renewable energy investment decisions. *Energy Research and Social Science*, 3: 143-151.
- Tabi, A, Hille, S., Wüstenhagen, R. (2014): What makes people seal the green power deal? – a customer segmentation based on choice experiments in Germany. *Ecological Economics*, 107: 206-215.
- Kaenzig, J., Heinzle, S. and Wüstenhagen, R. (2013): Whatever the customer wants, the customer gets? Exploring the gap between consumer preferences and default electricity products in Germany. *Energy Policy*, 53, 311-322.
- Chassot, S., Wüstenhagen, R., Fahr, N., Graf, P. (2013): Wenn das grüne Produkt zum Standard wird – Wie ein Energieversorger seinen Kunden die Verhaltensänderung einfach macht. *OrganisationsEntwicklung*, Nr. 3, 80-87.
- Hampl, N., Wüstenhagen, R. (2012): Management of Investor Acceptance in Wind Power Megaprojects: A Conceptual Perspective. *Organization, Technology and Management in Construction: An International Journal*, Vol. 4, Dec. 2012, pp. 571-583.

- Lüthi, S. and Wüstenhagen, R. (2012): The Price of Policy Risk – Empirical Insights from Choice Experiments with European Photovoltaic Project Developers. *Energy Economics*, 34 (4), 1001-1011.
- Paschall, M. and Wüstenhagen, R. (2012): More than a Game: Learning about Climate Change Through Role-Play. *Journal of Management Education*, 36 (4), 510-543.
- Wüstenhagen, R., Menichetti, E. (2012): Strategic Choices for Renewable Energy Investment: Conceptual framework and opportunities for further research, *Energy Policy*, 40, 1-10.
- Heinzle, S. and Wüstenhagen, R. (2012): Dynamic adjustment of eco-labeling schemes & consumer choice – The revision of the EU energy label as a missed opportunity? *Business Strategy and the Environment*, 21 (1), 60-70.
- Litvine, D. and Wüstenhagen, R. (2011): Helping “light green” consumers walk the talk: Results of a behavioural intervention survey in the Swiss electricity market. *Ecological Economics*, 70 (3), 462-474.
- Hockerts, K. and Wüstenhagen, R. (2010): Greening Goliaths versus Emerging Davids – Theorizing about the Role of Incumbents and New Entrants in Sustainable Entrepreneurship. *Journal of Business Venturing*, 25 (5), 481-492.
- Känzig, J. and Wüstenhagen, R. (2010): The effect of life-cycle cost information on consumer investment decisions for eco-innovation. *Journal of Industrial Ecology*, 1 (14), 121-136.
- Bürer, M.J. and Wüstenhagen, R. (2009): Which renewable energy policy is a venture capitalist's best friend? Empirical evidence from a survey of international cleantech investors. *Energy Policy*, 37 (12), 4997-5006.
- Burkhalter, A., Känzig, J. and Wüstenhagen R. (2009): Kundenpräferenzen für leistungsrelevante Attribute von Stromprodukten. *Zeitschrift für Energiewirtschaft*, 33 (2), 161-172.
- Christensen, E., Wuebker, R., Wüstenhagen, R. (2009): Of Acting Principals and Principal Agents: Goal Incongruence in the Venture Capitalist-Entrepreneur Relationship. *Int. J. Entrepreneurship and Small Business*, 7 (3): 367-388.
- Teppo, T. and Wüstenhagen, R. (2009): Why Corporate Venture Capital Funds Fail - Evidence from the European Energy Industry, *World Review of Entrepreneurship, Management and Sustainable Development*, 5 (4), 353-375.
- Kaenzig, J. and Wüstenhagen, R. (2008): Understanding the Green Energy Consumer: Evidence from Swiss Homeowners. *Marketing Review St. Gallen*, 4-2008: 12-16.
- Wüstenhagen, R. and Sammer, K. (2007): Wirksamkeit umweltpolitischer Anreize zum Kauf energieeffizienter Fahrzeuge: eine empirische Analyse Schweizer Automobilkunden, *Zeitschrift für angewandte Umweltforschung (Journal of Environmental Research)*, 18 (1): 61-78.
- Wüstenhagen, R., Wolsink, M., Bürer, M.J. (2007): Social acceptance of renewable energy innovation: An introduction to the concept. *Energy Policy* 35 (5): 2683-2691.
- Wüstenhagen, R. and Teppo, T. (2006): Do venture capitalists really invest in good industries? Risk-return perceptions and path dependence in the emerging European energy VC market. *Int. J. Technology Management*, 34 (1/2), 63-87.
- Sammer, K. and Wüstenhagen, R. (2006): The Influence of Eco-Labeling on Consumer Behaviour – Results of a Discrete Choice Analysis for Washing Machines. *Business Strategy and the Environment*, 15, 185-199.
- Wüstenhagen, R. and Bilharz, M. (2006): Green Energy Market Development in Germany: Effective Public Policy and Emerging Customer Demand. *Energy Policy*, 34, 1681-1696.
- Moore, B. and Wüstenhagen, R. (2004): Innovative and Sustainable Energy Technologies: The Role of Venture Capital, *Business Strategy and the Environment*, 13, 235-245.
- Wüstenhagen R. (2004): Umweltverträgliche Stromprodukte in Europa: Status und Schlüsselfaktoren der Marktentwicklung, in: *ZfE - Zeitschrift für Energiewirtschaft* 28 (1), S. 17-26.
- Wüstenhagen, R. (2003): Sustainability and Competitiveness in the Renewable Energy Sector: The Case of Vestas Wind Systems, *Greener Management International*, No. 44 (Winter 2003), pp. 105-115.
- Wüstenhagen, R., Markard, J. and Truffer, B. (2003): Diffusion of green power products in Switzerland, *Energy Policy* 31, 621-632
- Bird, L., Wüstenhagen, R. and Aabakken, J. (2002): A review of international green power markets: recent experience, trends, and market drivers, *Renewable and Sustainable Energy Reviews*, Volume 6, Issue 6, December 2002, Pages 513-536.
- Truffer, B., Markard, J., and Wüstenhagen, R. (2001): Eco-labeling of electricity – strategies and tradeoffs in the definition of environmental standards, *Energy Policy*, 29 (11), 885-897.

- Jegen, M. and Wüstenhagen, R. (2001): Modernise it, sustainabilise it! Swiss energy policy on the eve of electricity market liberalisation, *Energy Policy*, 29 (1), 45-54.

Work in Progress

- Rinscheid, A., Wüstenhagen, R. (2019): Germany's decision to phase out coal by 2038 lags behind citizens' timing preferences (under review).
- Petrovich, B., Carattini, S., Wüstenhagen, R. (2019): The price of risk in residential solar investments (under review).
- Cousse, J., Wüstenhagen, R. (2019): Bright like the sun vs. cold like the wind: how proximity and affective reactions to solar and wind power drive public acceptance (working paper).
- Ebers, A., Wüstenhagen, R., Tabi, A., Kostyuchenko, N., Smolennikov, D., Joller, L. (2019): Local Acceptance of Wind Energy in Switzerland, Estonia and Ukraine. A Cross-Country Analysis based on Choice Experiments (working paper).

Postdoctoral Research Thesis (Habilitation)

- Wüstenhagen, R.: Venturing for sustainable energy, Habilitationsschrift, University of St. Gallen 2007.

Edited Books

- Rennings, K., Brohmann, B., Nentwich, J., Schleich, J., Traber, T., Wüstenhagen, R. (eds., 2013): Sustainable energy consumption in residential buildings. ZEW Economic Studies, Vol. 44, Physica Verlag: Heidelberg.
- Wüstenhagen, R., Wuebker, R. (eds., 2011): Handbook of Research on Energy Entrepreneurship. Edward Elgar Publishing, Cheltenham UK and Lyme US.
- Wüstenhagen, R., Hamschmidt, J., Sharma, S., Starik, M. (eds., 2008): Sustainable Innovation and Entrepreneurship, Edward Elgar Publishing, New Perspectives in Research on Corporate Sustainability series, Vol. 5, Cheltenham UK and Lyme US.

Books

- Wüstenhagen, R.: Ökostrom - von der Nische zum Massenmarkt [*Green electricity – from niche to mass markets*]. Entwicklungsperspektiven und Marketingstrategien für eine zukunftsfähige Elektrizitätsbranche, vdf-Verlag, Zürich; zugl. Dissertation, Universität St. Gallen 2000.
- Villiger, A./Wüstenhagen, R./Meyer, A.: Jenseits der Öko-Nische [*Beyond the eco-niche*]. Birkhäuser: Basel, Boston, Berlin 2000.

Edited Special Issues

- Wüstenhagen, R., Menichetti, E. (2011): Understanding Strategic Choices for Renewable Energy Investment, Special Issue, *Energy Policy*, 40 (1).
- Belz, C., Herhausen, D., Wüstenhagen, R. (2008): Grüne Kunden, *Marketing Review* St. Gallen.
- Wüstenhagen, R., Wolsink, M., Bürer, M.J. (2007): Social Acceptance of Renewable Energy Innovation, Special Issue, *Energy Policy* 35 (5).

Selected Book Chapters

- Chassot, S., Wüstenhagen, R., Fahr, N., Graf, P. (2017): Introducing green electricity as the default option; in: Herbes, C., Friege C.: *Marketing Renewable Energy*, Springer, pp. 109-122.
- Hille, S., Tabi, A., Wüstenhagen, R. (2017): Market Segmentation for Green Electricity Marketing Results of a Choice-Based Conjoint Analysis with German Electricity Consumers; in: Herbes, C., Friege C.: *Marketing Renewable Energy*, Springer, pp. 91-108.
- Helms, T., Salm, S., Wüstenhagen, R. (2015): Investor-specific cost of capital and renewable energy investment decisions; in: Donovan, C. (ed.): *Renewable Energy Finance*, Imperial College Press, pp. 77-101.
- Tabi, A, Hille, S., Wüstenhagen, R. (2015): Zielgruppensegmentierung im Ökostrom-Marketing – Ergebnisse einer Conjoint-Analyse deutscher Stromkunden, in: Herbes, C., Friege, C. (2015): *Marketing Erneuerbarer Energien*. Wiesbaden: Gabler, pp. 163-182.
- Wüstenhagen, R. (2013): Die Energiewende: Status Quo und Ziele, in: Reichmuth, T. (Hrsg.): *Die Finanzierung der Energiewende in der Schweiz*. Verlag Neue Zürcher Zeitung: Zürich, pp. 15-31.
- Wüstenhagen, R. (2013): Keine Angst vor China, in: Mohr, R., Utikal, H. (Hrsg.): *Zukunft Chemie. Perspektiven auf die Welt von morgen*. F.A.Z.-Institut: Frankfurt (Main), pp. 190 ff.

- Brohmann, B., Clamor, T., Heinzle, S., Rennings, K., Schleich, J., Wüstenhagen, R. (2013): Introduction and Theoretical Framework; in: Rennings, K. et al. (Eds.): Sustainable energy consumption in residential buildings. ZEW Economic Studies, Physica Verlag: Heidelberg, pp. 1-38.
- Heinzle, S., Wüstenhagen, R. (2013): Consumer Survey on the New Format of the European Energy Label for Televisions – Comparison of the “A-G Closed” and the “A-X%” Scale Format; in: Rennings, K. et al. (Eds.): Sustainable energy consumption in residential buildings. ZEW Economic Studies, Physica Verlag: Heidelberg, pp. 71-85.
- Wüstenhagen, R., Menichetti, E. (2013): The Influence of Energy Policy on Strategic Choices for Renewable Energy Investment, in: Goldthau, A. (ed.): Handbook of Global Energy Policy, Wiley Blackwell Publishers, pp. 373-388.
- Wüstenhagen, R. (2012): „Helping the Lamborghini of the solar industry become a little more like BMW“ – an interview with Julie Blunden, in: Reinecke, S., et al.: Marketeers: Macher, Manager und Magnaten. Wie erfolgreiche Persönlichkeiten Märkte und Marketing entwickeln und gestalten. Verlag Thexis, St. Gallen.
- Wüstenhagen, R. (2012): Growing with the Wind: The Case of Vestas; in: Rudolph, T., Schlegelmilch, B.B., Franch, J., Bauer, A., Meise, J.N. (eds.): Diversity in European Marketing – Text and Cases. Gabler Verlag, Wiesbaden, pp. 253-272.
- Lüthi, S. & Wüstenhagen, R. (2011): Renewable Energy Investment Decisions under Policy Risk: An Adaptive Conjoint Analysis (ACA) Approach, in: Marcus, A. et al. (eds.): Cross-Sector Leadership for the Green Economy. Integrating Research and Practice on Sustainable Enterprise, Palgrave.
- Wüstenhagen, R. (2011): Rolf Disch's «Solarsiedlung am Schlierberg». A Solar Housing Estate in Freiburg - from Architectural Vision to Entrepreneurial Reality, in: Lahlou, S. (ed.): System Innovation for Sustainability 4: Case Studies in Sustainable Consumption and Production - Energy Use and the Built Environment. Sheffield: Greenleaf Publishing Ltd., pp. 65-74
- Wüstenhagen, R., Wuebker, R., Bürer, M.J., Goddard, D. (2009): Financing fuel cell market development: Exploring the role of expectation dynamics in venture capital investment, in: Pogutz, S., Russo, A., Migliavacca, P. (eds.): Innovation, Markets, and Sustainable Energy: The Challenge of Hydrogen and Fuel Cells, Edward Elgar: Cheltenham (UK) and Lyme (US), pp. 118-137.
- Bürer, M.J./Wüstenhagen, R. (2008): Cleantech Venture Investors and Energy Policy Risk: An Exploratory Analysis of Regulatory Risk Management Strategies, in: Wüstenhagen, R., Hamschmidt, J., Sharma, S., Starik, M.: Sustainable Innovation and Entrepreneurship, Edward Elgar, pp. 290-309.
- Wüstenhagen, R./Boehnke, J. (2008): Business Models for Sustainable Energy, in: Tukker, A., Charter, M., Vezzoli, C., Sto, E., Andersen, M.M. (eds.): System Innovation for Sustainability 1. Perspectives on Radical Changes to Sustainable Consumption and Production (SCP), Sheffield: Greenleaf Publishing Ltd., pp. 85-94.
- Truffer, B., Markard, J., and Wüstenhagen, R. (2007): Eco-labeling of electricity – strategies and tradeoffs in the definition of environmental standards, in: Teisl, M. (ed.): Labelling Strategies in Environmental Policy, Aldershot UK: Ashgate Publishing Ltd., pp. 353-366. (reprinted from 2001 article in *Energy Policy*)
- Sammer, K./ Wüstenhagen, R. (2006): Der Einfluss von Öko-Labeling auf das Konsumentenverhalten – ein Discrete Choice Experiment zum Kauf von Glühlampen, in: Pfriem, R. et al.: Innovationen für Nachhaltige Entwicklung, Wiesbaden: Deutscher Universitätsverlag, pp. 469-487.
- Wüstenhagen, R. (2006): Sustainability and Competitiveness in the Renewable Energy Sector: The Case of Vestas Wind Systems, in: Wagner, M./Schaltegger, S. (Eds.): Managing the Business Case for Sustainability. The Integration of Social, Environmental and Economic Performance, Sheffield: Greenleaf (simultaneously published in Greener Management International).
- Dyllick, T./Wüstenhagen, R. (2006): Markteintritt der Discounter: Wo bleibt die Ökologie?, in: Rudolph, T./Schweizer, M.: Das Discount-Phänomen. Eine 360-Grad-Betrachtung. Zürich: Verlag NZZ, pp. 155-160.
- Strothotte, T.G. and Wüstenhagen, R. (2005): Structure of Sustainable Economic Value in Social Entrepreneurial Enterprises, in: Vinig, G.T./Van der Voort, R.C.W. (eds.): Research on Technological Innovation and Management, Volume 9 - The Emergence of Entrepreneurial Economics, Oxford: Elsevier, pp. 129-140.
- Wüstenhagen, R./Villiger, A./Meyer, A.: Bio-Lebensmittel jenseits der Öko-Nische [*Organic Food beyond the Eco-Niche*], in: Schrader, U./Hansen, U. (eds.): Nachhaltiger Konsum – Forschung und Praxis im Dialog, Campus Verlag: Frankfurt/Main 2001, pp. 177-188.

Selected other Publications

- Cousse, J., Wüstenhagen, R. (2019): 9th Consumer Barometer of Renewable Energies, University of St. Gallen.
- Hettich, P., Thaler, P., Camenisch, L., Hofmann, B., Petrovich, B., Wüstenhagen, R. (2019): Europeanization of the Swiss Energy System. Final Report. University of St. Gallen.
- Cousse, J., Wüstenhagen, R. (2018): 8th Consumer Barometer of Renewable Energies, University of St. Gallen.
- Wüstenhagen, R., Blondiau, Y., Ebers Broughel, A., Salm, S. (2017): Lowering the Financing Cost of Swiss Renewable Energy Infrastructure: Reducing the Policy Risk Premium and Attracting New Investor Types. Final Report. Berne: Swiss Federal Office of Energy.
- Gamma, K., Stauch, A., Wüstenhagen, R. (2017): 7th Consumer Barometer of Renewable Energies, University of St. Gallen.
- Ebers, A., Wüstenhagen, R. (2016): 6th Consumer Barometer of Renewable Energies, University of St. Gallen.
- Tabi, A., Wüstenhagen, R. (2015): Befragung der Anwohner von möglichen Windparks in der Ostschweiz. Bundesamt für Energie/Kantone St. Gallen/Thurgau/Graubünden. Universität St. Gallen.
- Wüstenhagen, R. (2015): Der kohlenstoffarme Wohlstand ist möglich. Der Standard, 28.11.2015.
- Wüstenhagen, R. (2015): Energiepolitik: Ohne Risiko keine Innovation. St. Galler Tagblatt, 05.01.2015, p. 2.
- Ebers, A., Wüstenhagen, R. (2015): 5. Kundenbarometer erneuerbare Energien, Universität St. Gallen.
- Hübner, G., Müller, M., Röhr, U., Vinz, D., Kösters, J., Simon, A., Wüstenhagen, R., Chassot, S., Roser, A., Gruber, E., Gebhardt, T., Frahm, B.-J., Alber, G. (2012): Erneuerbare Energien und Ökostrom - zielgruppenspezifische Kommunikationsstrategien, Abschlussbericht zum BMU-Verbundprojekt (FKZ: 0325107/8), Halle/Berlin.
- Wüstenhagen, R. (2012): The emerging new energy world order: Which role for Europe? ESPRIT St.Gallen Business Review, Summer 2012: 55-57.
- Wüstenhagen, R. (2012): Umdenken im Energiemarkt. St. Galler Tagblatt, 24.03.2012, p. 2.
- Windisch, R., Friedrich, E., Wanner, A., Wüstenhagen, R. (2011): 9,7 Milliarden Franken für Strom aus erneuerbaren Quellen. Analyse der Investitionsstrategien Schweizer Energieversorger bei der regenerativen Stromproduktion. VSE Bulletin, 12s: 20-23.
- Wüstenhagen, R. (2011): Klimaschutz braucht Vorbilder. St. Galler Tagblatt, 13.12.2011, p. 2.
- Wüstenhagen, R. (2011): Erneuerbare Energien sind preiswerter als Atomkraft. Handelsblatt, 16. August.
- Hampl, N., Wuebker, R., Wüstenhagen, R. (2011): The Value of Market Signals and Social Networks to Certify Venture Investments in Renewable Energy. Paper presented at Academy of Management 2011 Annual Meeting, San Antonio, TX.
- Curtius, H., Loock, M., Wüstenhagen, R. (2011): Customer Value of Smart Grids: Empirical Evidence from a Cross-European-Country Study and Implications for Business Models; in: International Association for Energy Economics: Institutions, Efficiency and Evolving Energy Technologies, Proceedings of the 34th IAEE International Conference: Stockholm, Sweden.
- Chassot, S., Curtius, H., Loock, M., Wüstenhagen, R. (2011): Wenn der Kunde König wäre: 1.St. Galler Kundenbarometer erneuerbare Energien. VSE Bulletin, 5: 13-15.
- Wüstenhagen, R. (2011): Die Energiewende und der Preis des Risikos. Börsenzeitung, 22. April, p. 8.
- Loock, M., Wüstenhagen, R. (2009): Understanding the Value of Business Models for Renewable Energy: Empirical Evidence from Choice Experiments with Investors. In: Energy, Policies and Technologies for Sustainable Economies. Cleveland, OH : International Association for Energy Economics. Proceedings of the IAEE European Conference. - Vienna, Austria, p. 320.
- Brohmann, B., Heinzle, S., Rennings, K., Schleich, J., Wüstenhagen, R. (2009). What's driving sustainable energy consumption? A survey of the empirical literature. ZEW Discussion Paper, Mannheim: Centre for European Economic Research.
- Lüthi, S., Wüstenhagen, R. (2009): The Price of Policy Risk. Are European photovoltaic project developers willing to invest? InterPV, November 2009, pp. 32-35.
- Wüstenhagen, R. (2009): Im Spannungsfeld von Risiko und Rendite. Handelszeitung, 4.Nov., 60-61.

- Burkhalter, A., Känzig, J., Wüstenhagen, R. (2007): Kunden wünschen erneuerbare Energien, Neue Zürcher Zeitung, Nr. 235, 10.10.2007, p. 19. (reprinted in: Bulletin SEV/VSE 10/2008, Oekoskop 2/08)
- Boehnke, J., Wüstenhagen, R. (2007): Business Models for Distributed Energy Technologies – Evidence from German Cleantech Firms, presented at Academy of Management Conf., Philadelphia.
- Wüstenhagen, R. (2007): Warum Kernkraftwerke nicht alle unsere Probleme lösen. Der Wirtschaftsfaktor «erneuerbare Energien» gewinnt an Bedeutung – auch in der Schweiz, Neue Zürcher Zeitung, Nr. 48, 27.02.2007, p. 15.
- Wüstenhagen, R. (2006): Energy – the Forgotten Megatrend in Business School Research, Business Strategy and the Environment, 15, pp. 289-291.
- Bürer, M.J./Wüstenhagen, R. (2005): The Role of Government in Supporting the Emergence of Clean Energy Venture Capital Investing in Switzerland, Project Report on behalf of the Swiss Federal Office of Energy, Bern/St. Gallen, November 2005.
- Wüstenhagen, R. (2004): Nachhaltigkeit und Innovation aus Sicht der Managementlehre, in: Bulletin der Schweizerischen Akademie der Geistes- & Sozialwissenschaften (SAGW), 4/2004, S. 29.
- Wüstenhagen, R.: Thin-Film Photovoltaics for Terrestrial Applications: State of the Art & Investment Opportunities. SAM Sustainable Asset Management, Zollikon-Zurich, February 2003.
- Wüstenhagen, R.: Stirling Engines: State of the Art & Investment Opportunities. SAM Sustainable Asset Management, Zollikon-Zurich, July 2001.
- Pfeuti, R./Flatz, A./Moor, M./Wüstenhagen, R./Zamboni, M.: Changing Climate in the Energy Sector – a new Wave of Sustainable Investment Opportunities Emerges. SAM Sustainable Asset Management, Zollikon-Zurich, March 2001.
- Wüstenhagen, R./MEYER, A./VILLIGER, A.: Die "Landkarte des ökologischen Massenmarktes", in: Ökologisches Wirtschaften, Vol. 1/99, pp. 27-29.