Curriculum Vitae

Prof. Dr. Rolf Wüstenhagen

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www.macs.unisg.ch



Date of Birth: 12 May 1970
Citizenship: Swiss and German
Languages: German (native), English (fluent), French (good), Czech (basic)

since 2009	Full Professor of Management of Renewable Energies, and Director, RISE-HSG, Institute of Responsible Innovation, Sustainability and Energy (pre-2026: Institute for Economy and the Environment, IWÖ-HSG), University of St. Gallen
2014-2020	Head, Center for Energy Innovation, Governance and Investment (EGI-HSG), University of St. Gallen
2014	Visiting Scholar, Tel Aviv University, Faculty of Social Sciences, Dept. of Public Policy
2011	Visiting Scholar, National University of Singapore, Lee Kuan Yew School of Public Policy & Energy Studies Institute
2007-2009	Associate Professor *[Habilitierter Nachwuchsdozent]* of Energy and Sustainability Management, Univ. of St. Gallen
2008	Visiting Professor, Copenhagen Business School, Denmark
2005	Visiting Professor, University of British Columbia, Vancouver, Canada
2003-2007	Assistant Professor *[Nachwuchsdozent]* 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 *[Vordiplom]* and Master *[Diplom]* in Industrial Engineering and Management *[Wirtschaftsingenieurwesen]*, University of Karlsruhe and TU Berlin.

Ongoing Research Projects:

“PARTI-DYNACCEPT: The role of financial participation in shaping the dynamics of community acceptance of wind energy”, Swiss Federal Office of Energy and Canton of St. Gallen (2024-2028).

“ROAST - Rolling Solar Storage: Market acceptance of smart solar EV charging at work”, Swiss Federal Office of Energy, AMAG and AEM (2024-2027).

“Decentralization of energy and climate governance in Ukraine and Switzerland”, Swiss National Science Foundation and National Research Foundation of Ukraine (2024-2027).

“SWEET EDGE - Enabling Decentralized renewable GEneration in the Swiss cities, midlands, and the Alps”, Swiss Federal Office of Energy (2021-2027).

"CircuBAT - Swiss circular economy model for automotive lithium batteries", Innosuisse (2022-2026).

Selected Past Research Projects:

“The role of emotions in shaping cost perceptions and accelerating the adoption of multiple clean energy solutions”, Stiftung Nagelschneider (2023-2024).

“Social acceptance of a Green Deal for Ukraine - the role of community participation”, Swiss National Science Foundation (2022-2023).

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

“E-LAND (Integrated multi-vector management system for energy islands)”, European Commission, Horizon 2020 ITN (2018-2022).

“Consumer Barometer Renewable Energy” (2011-2022), Raiffeisen, Amag & EnergieSchweiz.

“Applying nudging techniques to promote fuel efficient car purchases”, Swiss Federal Office of Energy (SFOE), EWG (2017-2021).

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

“Competence Center for Research in Energy, Society and Transition”, Innosuisse (2014-2020).

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

“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-Ukranian-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).

“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), 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), Swiss National Science Foundation.

“BAER – Bodensee-Alpenrhein Energy Region“ (2009-2012), Internationale Bodenseehochschule (with University of Liechtenstein, et al.)

"Renewable Energies and Green Electricity – target groups and communication strategies" (2009-2011), German Federal Ministry of the Environment (with Universität Halle-Wittenberg).

“Developing a Business Model for Solar-powered WaterShops in Kenya“ (2011-2012), 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), 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), Swiss National Science Foundation, in collaboration 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 (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, 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), Research Fund of the University of St. Gallen.

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

"Overcoming Barriers to Purchasing Green Electricity", Sankt Galler Stadtwerke, in co-operation 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”, Swiss Federal Office of Energy (BFE, 2005).

“Massnahmen zur Absenkung des Flottenverbrauchs”, Swiss Federal Office of Energy (BFE, 2003-2005).

“Evaluation Energieetikette für Hausgeräte”, 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, Master’s Certificate in “Managing Climate Solutions” (MaCS-HSG), since 2020.

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

“Social Acceptance of Climate Solutions in a Polarized World”, University of St. Gallen, PhD Programme in International Affairs and Governance (DIA; since 2020)

“Clean Energy Investment & Finance”, University of St. Gallen, Master in Banking & Finance, since 2016.

“Clean Energy Marketing”, University of St. Gallen, Master in Marketing Management, since 2013.

"Consultancy Project: Climate Friendly European Travel", University of St. Gallen, Master of International Affairs, 2022, 2023, 2025.

“SIGMA Global Virtual Course: Managing the SDGs”, University of St. Gallen/WU Vienna/ESADE Barcelona/Singapore Management University/Hitotsubashi University Tokyo/Copenhagen Business School/Université Paris-Dauphine, 2018-2022.

“Portfolio Seminar: Responsibility”, University of St. Gallen, Contextual Studies (with Thomas Beschorner, 2019-2022)

Co-Founder and Faculty Coordinator "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/Aalto University/NHH Norwegian School of Economics, 2009-2021.

“Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges”, CEMS MIM, University of St. Gallen (2011-2020).

“Research Seminar on Sustainability and Energy Management: From Insight to Impact”, University of St. Gallen, PhD Programme in Management (2001-2019).

“Overcoming Energy Path Dependence”, University of St. Gallen, Contextual Studies (with Itai Sened, 2016-2019).

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

“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).

"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 86 PhD theses and 13 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, Università della Svizzera Italiana, University of Amsterdam, University of

Geneva, Technical University of Denmark (DTU), University of Klagenfurt (AAU), University of Zurich, University College Cork.

Supervisor or Co-Supervisor of more than 320 Bachelor and Master Theses at the University of St. Gallen. Supervisor of more than 30 Theses in Executive Education Programmes (EMBA, EMBE, MBA, DAS) at the University of St. Gallen and University of Zurich. 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).

Member of the Board (Fachrat), Center for Mobility, University of St. Gallen (since 2020).

Co-Chair, Climate Solutions Task Force, University of St. Gallen (2020-2024).

Co-Chair, Focus Area Responsibility, Contextual Studies Programme, Univ. St. Gallen (2017-2022).

Member, Task Force Diversity, Univ. St. Gallen, School of Management (2018-2019).

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” (2004-2021).

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, Int. J. Sustainable Transportation, 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

World's Top 2% Scientists, Stanford University (2025).

Shortlist, K3 Award for Climate Communication (Eunice Foote Award) for project "Climate Stairs St. Gallen" (2024).

Best Teaching Award, CEMS Course “Climate Change Strategy Role Play”, University of St. Gallen, Spring 2020, Spring 2021.

CEMS Outstanding Contribution to the CEMS MIM Award for the course CEMS Model UNFCCC (with R. Sarda, M.-O. Bettzüge, S. Pogutz, A. Zsoka, C. Spash, V. Asara, S. Kennedy, M. Cygler, Ö. Sjöberg, J. Bocklet, N. Dällenbach, 2019).

#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. Loock).

Teaching load reduction in recognition of exceptional research performance, Univ. of St. Gallen (2011, 2015, 2016, 2019, 2023).

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 Model UNFCCC (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.

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

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).

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

Supervisor of a PhD Thesis by Juliane Seika including the chapter "Repurpose or Recycle? Simulating End-of-Life Scenarios under the EU Battery Regulation" (co-authored with Merla Kubli) winning the 2026 Student Award of the Swiss Association for Energy Economics

Supervisor of a PhD Thesis by Julia Loder including the chapter "Happy and proud: The role of emotions and cost perceptions in adopting renewable energy technologies in Switzerland and Germany" winning the 2025 Student Award of the Swiss Association for Energy Economics

Supervisor of a Master Thesis by Mathieu Gasser "Warning: Flying harms you and others around you – Analysis of policy effectiveness of consumer warning videos on flight booking platforms through facial emotion recognition" winning the 2025 Student Award of the Swiss Association for Energy Economics

Supervisor of an EMBA Thesis by Dr. Daniele Farrace ""Risk-Return Expectations of Energy Companies and Financial Investors in Utility-Scale Battery Storage Systems: Key Drivers and Bankability" winning the OMEGA Best Academic Achievement Award (2025).

Supervisor of a Master Thesis by Martina Rothenberger "Heart over mind in environmental politics? The role of affective and cognitive factors in the political decision-making process of the Swiss CO_2 law" winning the 2022 Student Award of the Swiss Association for Energy Economics

Supervisor of MAS thesis by Michael Mettler "The new energy law of the canton of Basel-Stadt: Effects on energy demand and CO_2 emissions of residential buildings", winning 2020 Wüest Partner Thesis Award in Master of Advanced Studies in Real Estate at University of Zurich.

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

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

Co-Supervisor 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.

Supervisor 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.

Supervisor 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.

Supervisor 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)

Supervisor of a PhD thesis by Sonja Lüthi, recognized as a Runner Up at the Student Best Paper Award, 2009 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. Course Setter, European University Championships 2023. Head of Media Centre, World Championships 1995. Competitive Athlete, results include

International: World Masters Orienteering Championships Sprint 2016 (20th), 2021 (13th), 2022 (12th), 2023 (18th), 2024 (26th), 2025 (15th), 2026 (16th). Orienteering Meeting Venezia 2018 (1st), 2017, 2023 (2nd), 2024 (3rd), Mediterranean Open Championships 2023, 2025 (1st), 2022 (3rd), Aguiar da Beira Orienteering Meeting 2019 (1st), II Trofeo Ciudad de Segovia 2026 (1st), Tallinn Orienteering Week 2015 (2nd), Beira Alta Orienteering Meeting 2022 (2nd), Trofeo Iberoamericano de Orientacion 2024 (2nd), Norte Alentejano Orienteering Meeting 2024 (2nd), Lynx Lands International Orienteering Meeting 2025 (2nd), Lisbon Orienteering Meeting 2016 (3rd), Canadian Short Distance Championships 2005 (5th).

National: German Championships Sprint 2023 (1st), 2024 (2nd), 2014, 2022, 2025, 2026 (3rd), 2016, 2018 (5th), Relay 2002 (2nd), Middle 2011 (4th), 2017, 2018 (5th), Long 2025 (5th), Sprint Relay 2025 (6th), German Park Tour 2023, 2026 (1st), 2017, 2022, 2024, 2025 (2nd), 2018, 2021 (3rd), Swiss Championships Sprint 2024 (2nd), 2025, 2026 (3rd), 2023 (4th).

Regional: Baden-Württemberg Championships Sprint 2025 (1st), Middle 2017, 2023 (1st), 2018, 2020, 2021, 2024 (2nd), 2026 (3rd), Long 2017, 2019, 2021, 2023, 2026 (1st), Long 2015, 2022 (2nd), Relay 2006-2008, 2010, 2012 (1st), 2011, 2013, 2014 (2nd).

Rolf Wüstenhagen's Publications

Google Scholar (as of Nov.7, 2026): 17'372 Citations, h-Index 48, i10-Index 90.
Scopus: 8'436 Citations, h-Index 37.

Articles in Refereed Journals

• Mili, S., Mai, R., Wüstenhagen, R., Loock, M. (2026). Back to nature or technology to the rescue? Climate managers' preferences for investment in carbon dioxide removal. Business Strategy and the Environment, 35 (7), 10329-10348.

• Loock, M., Everts, M., Pons-Seres de Brauwer, C., Scherbeck, C., Wüstenhagen, R. (2026). Solar-powered mobility at zero cost and zero emissions: new business models leveraging the convergence of the energy and automotive sectors. Marketing Review St. Gallen, 2/2026, 888-894.

• Reidl, K., Wüstenhagen, R. (2025): Decarbonising the rental housing market: An experimental analysis of tenants' preferences for clean energy features of residential buildings. Energy Policy 198, 114472.

• Kostyuchenko, N., Reidl, K., Wüstenhagen, R. (2024): Does citizen participation improve acceptance of a Green Deal? Evidence from choice experiments in Ukraine and Switzerland. Energy Policy 189, 114106.

• Loder, J., Rinscheid, A., Wüstenhagen, R. (2023): Why do (some) German car manufacturers go electric? The role of dynamic capabilities and cognitive frames. Business Strategy & the Environment, 33 (2), 1129-1143.

• Ellis, G., Schneider, N., Wüstenhagen, R. (2023): Dynamics of social acceptance of renewable energy: an introduction to the concept. Energy Policy, 181, 113706.

• Plananska, J., Wüstenhagen, R., de Bellis, E. (2023): Perceived lack of masculinity as a barrier to adoption of electric cars? An empirical investigation of gender associations with low-carbon vehicles. Travel Behaviour and Society, 32, 100593.

• Knauf, J., Wüstenhagen, R. (2023): Crowdsourcing social acceptance: Why, when and how project developers offer citizens to co-invest in wind power. Energy Policy, 173, 113340.

• Côté, E., Đukan, M., Pons-Seres de Brauwer, C., Wüstenhagen, R. (2022): The price of actor diversity: Measuring project developers' willingness to accept risks in renewable energy auctions. Energy Policy, 163, 112835.

• Vuichard, P., Broughel, A., Wüstenhagen, R., Tabi, A., & Knauf, J. (2022). Keep it local and bird-friendly: Exploring the social acceptance of wind energy in Switzerland, Estonia, and Ukraine. *Energy Research & Social Science*, 88, 102508.

• Dällenbach, N., Wüstenhagen, R. (2022): How far do noise concerns travel? Exploring how familiarity and justice shape noise expectations and social acceptance of planned wind energy projects, Energy Research and Social Science, 87, 102300.

• Petrovich, B., Carattini, S., Wüstenhagen, R. (2021): The price of risk in residential solar investments, Ecological Economics, 180, 106856.

• Vuichard, P., Stauch, A., Wüstenhagen, R. (2021): Keep it local and low-key: Social acceptance of alpine solar PV projects, Renewable and Sustainable Energy Reviews, 110516.

• Cousse, J., Wüstenhagen, R., Schneider N. (2020): Mixed feelings on wind energy: Affective imagery and local concern driving social acceptance in Switzerland, Energy Research and Social Science, 70, 101676.

• Rinscheid, A., Wüstenhagen, R. (2019). Germany's decision to phase out coal by 2038 lags behind citizens' timing preferences, Nature Energy, 4, 856-863.

• 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.

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