

CURRICULUM VITÆ

DR. MATTHIAS UNFRIED

June 15, 2026

Head of Cognition and Behavior Research Group
Nuremberg Institute for Market Decisions (NIM)

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POSITIONS IN RESEARCH

since 10/2020	Head of Cognition and Behavior Research Group, Nuremberg Institute for Market Decisions (NIM), Germany
2018 - 2020	Senior Researcher Behavioral Science, Nuremberg Institute for Market Decisions (NIM), Germany
2015 - 2018	Senior Research Specialist, GfK Nuremberg e.V., Germany
2012 - 2015	Research Specialist, GfK Nuremberg e.V., Germany
2008 - 2012	Research Associate, Chair of Economic Theory, Prof. Dr. Veronika Grimm, Friedrich-Alexander University Erlangen-Nuremberg
2006 - 2008	Teaching and Research Assistant, Chair of Economic Theory, Friedrich-Alexander University Erlangen-Nuremberg

RESEARCH AFFILIATIONS AND VISITS:

2023 - 2025	Research Affiliate, Technical University Ilmenau, Innovation Management Group
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EDUCATION

2005 - 2010	Dr. rer. pol. Friedrich-Alexander University Erlangen-Nuremberg — Supervisors: Veronika Grimm, Richard Reichel
2001 - 2005	Diplom-Volkswirt Friedrich-Alexander University Erlangen-Nuremberg

RESEARCH INTERESTS

Behavioral & Experimental Economics
Consumer Decisions & Market Behavior
Behavioral Organizational Economics
Behavioral Innovation

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2025 Muntwiler, Ch., Eppler, M., Unfried, M. & Buder, F. (2025). Individual Decision Styles as Predictors for Bias Susceptibility and Bias Blind Spots, *Management Research Review*, 48(2), 322-337.
- 2024 Freisinger, E., Schneider, S. & Unfried, M. (2024). The AI Augmented Crowd: How Human Crowdvoters Adopt AI (or not). *Journal of Product Innovation Management*, 41(4): 865–889.
- 2021 Seuss, D., Hassan, T., Dieckmann, A., Unfried, M., Scherer, K. R., Mortillaro, M., Garbas, J., (2021), Automatic Estimation of Action Unit Intensities and Inference of Emotional Appraisals, *IEEE Transactions on Affective Computing*.
- Scherer, K. R., Dieckmann, A., Unfried, M., Ellgring, H., & Mortillaro, M. (2021). Investigating appraisal-driven facial expression and inference in emotion communication. *Emotion*, 21(1), 73-95.
- 2019 Scherer, K. R., Ellgring, H., Dieckmann, A., Unfried, M., & Mortillaro, M. (2019). Dynamic facial expression of emotion and observer inference. *Frontiers in psychology*, 10, 508.
- 2016 Dieckmann, A., Grimm, V., Unfried, M., Utikal, V., & Valmasoni, L. (2016). On trust in honesty and volunteering among Europeans: Cross-country evidence on perceptions and behavior. *European Economic Review*, 90, 225-253.
- 2013 Leepa, C., & Unfried, M. (2013). Effects of a cut-off in feed-in tariffs on photovoltaic capacity: Evidence from Germany. *Energy Policy*, 56, 536-542.

PEER-REVIEWED CONFERENCE PROCEEDINGS

- 2025 Horneber, D., Meier, F. J., Kaiser, C., Unfried, M., & Laumer, S. (2025). Combining Different Product Recommendations: Is it Valuable to Present Substitute and Complementary Recommendations Simultaneously?, *ECIS 2025 Proceedings*. 7.
- Horneber, D., Kaiser, C., Unfried, M., Schallner, R., Laumer, S. (2025). Conscious Consumerism: On the Interaction Between Different Design Elements in E-Commerce to Promote Green Purchasing Behaviors. *Proceedings of the 58th Hawaii International Conference on System Sciences (HICSS)*, 4231-4240.
- 2023 Heßler, P., Pfeiffer, J. & Unfried, M. (2023). Conversational Agents with Voice: How Social Presence influences the user behavior in microlending decisions, *ECIS 2023 Research Papers*. 315.
- 2022 Freisinger, E., Unfried, M. & Schneider. (2022). The adoption of algorithmic decision-making agents over time: algorithm aversion as a temporary effect?, *ECIS 2022 Research Papers*. 82.
- 2017 Eyben, F., Unfried, M., Hagerer, G., & Schuller, B. (2017). Automatic multi-lingual arousal detection from voice applied to real product testing applications. *IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP)*, 5155-5159.
- 2013 Garbas, J. U., Ruf, T., Unfried, M., & Dieckmann, A. (2013). Towards robust real-time valence recognition from facial expressions for market research applications. *Humaine Association Conference on Affective Computing and Intelligent Interaction*, 570-575.

MONOGRAPHS

- 2024 Eppler, M., Muntwiler, Ch., Buder, F. & Unfried, M. (2024), *Debias by Design – A Leader’s Guide to Thinking Errors & Better Decision making*, St. Gallen: University of St. Gallen, Institute of Media and Communications Management
- 2012 Unfried, M. (2012). *Three Essays on Regulated Markets: Renewable Energies, Hospital Competition and Health Insurance*. Dissertation

PUBLICATIONS IN NOT PEER-REVIEWED JOURNALS

- 2025 Zuern, M. K., Unfried, M., Weber N. J. & Buder, F. (2025). Von Zahlen, Bildern und Worten: Empirische Befunde zur überzeugenden Nachhaltigkeitskommunikation, transfer 3/2025.
Buder, F., & Unfried, M. (2025). Der Köder muss nicht dem Angler schmecken. Markenartikel, 5, 12–14.
- 2024 Zuern, M. K. & Unfried, M. (2024). Welchen Prognosewert bieten Einstellungen in der Marktforschung? Über Diskrepanzen zwischen Befragung und Beobachtung, transfer 2/2024, 100-105.
- 2023 Zuern, M., Buder, F., & Unfried, M. (2023). Brand Purpose and Brand Success. NIM Marketing Intelligence Review, 15(1), 54-59.
- 2022 Zuern, M. & Unfried, M. (2022). Markenzweck - Gutes tun und erfolgreich sein. Markenartikel 10/2022.
Hesel, N., Buder, F. & Unfried, M. (2022). The Next Frontier in Intelligent Augmentation: Human-Machine Collaboration in Strategic Marketing Decision-Making. NIM Marketing Intelligence Review, 14(2) 49-53.
Stoltenberg, B, Unfried, M. & Manewitsch, V. (2022). Better Product Labels for Better Consumer Choices, NIM Marketing Intelligence Review, Vol 14, No. 1.
- 2021 Freisinger, E., & Unfried, M. (2021). What Drives the Acceptance of Algorithms in Decision Situations? NIM Research Report.
- 2020 Dieckmann, A., & Unfried, M. (2020). Thrilled or Upset: What Drives People to Share and Review Product Experiences?, NIM Marketing Intelligence Review, 12(2), 56-61.
- 2016 Frank, R., Unfried, M., Schreder, R., & Dieckmann, A. (2016). Ethical Textile Consumption: Only a Question of Selflessness?. GfK Marketing Intelligence Review, 8(1), 52-58.
- 2014 Dieckmann, A., & Unfried, M. (2014). Writ large on your face: Observing emotions using automatic facial analysis. GfK Marketing Intelligence Review, 6(1), 52-58
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CONFERENCE TALKS AND CONTRIBUTIONS (* PRESENTER)

- 2026 EURAM 2026, Kristiansand, Norway
M-BEPS, Maastricht, Netherlands*
DRUID26, Copenhagen, Denmark
33rd IPDMC, Stockholm, Sweden
15th EIASM Workshop on Top Management Teams and Business Strategy, Valencia, Spain
- 2025 AOM 2025, Copenhagen, Denmark
SCORAI Europe Conference, Lund, Sweden
MSI Summit, Los Angeles, USA, Keynote*
58th HICSS, Hawaii, USA
European Conference on Information Systems (ECIS), Amman, Jordan
18. Mediensymposium, Stuttgart, Germany, Keynote. *
- 2024 AOM 2024, Chicago, Illinois, USA
DRUID24, Nice, France
31st IPDMC, Dublin, Ireland
- 2023 Jahrestagung Gesellschaft für experimentelle Wirtschaftsforschung, Erfurt, Germany*
30th IPDMC, Lecco, Italy
Sustainable Consumption and Production (SCP), Wageningen, Netherlands
European Conference on Information Systems (ECIS), Kristiansand, Norway
12th EIASM Workshop on Top Management Teams and Business Strategy, Leeds, UK*

- 2022 16. Mediensymposium, Stuttgart, Germany, Keynote. *
29th IPDMC, Hamburg, Germany
European Conference on Information Systems (ECIS), Timisoara, Romania*
- 2019 2. Augsburger Marketingtag, Augsburg, Germany, Keynote*
- 2018 Der Markentag 2018, Koblenz, Germany, Keynote*
- 2017 Research+, Nürnberg, Germany, Keynote*
- 2016 9th International Conference on Social Science Methodology, Leicester, UK*
General Online Research Conference, Dresden, Germany*
- 2013 BVM-Fachtagung: Biometrie in der Marktforschung, Frankfurt/Main, Germany, Keynote*
Conference on Affective Computing and Intelligent Interaction, Genf, Switzerland*
- 2012 Jahrestagung des Vereins für Socialpolitik, Göttingen, Germany*
- 2011 Jahrestagung Deutsche Gesellschaft für Gesundheitsökonomie, Bayreuth, Germany*
- 2010 Research Seminar Applied Microeconomics, University of Cologne, Germany*
- 2009 Jahrestagung des Vereins für Socialpolitik, Magdeburg, Germany*

TEACHING

COURSES AT FRIEDRICH-ALEXANDER-UNIVERSITÄT ERLANGEN-NÜRNBERG

Industrial Economics (Master und Bachelor), Game Theory (Bachelor), Microeconomics (Bachelor)

COURSES AT DUALE HOCHSCHULE BADEN-WÜRTTEMBERG

Applied Marketing Research

COURSES AT UNIVERSITY OF PRETORIA, SOUTH AFRICA

Experimental Economics (Master and PhD)

COURSES AT CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS, BEIJING, CHINA

Data Analysis with R (Bachelor), Experimental Economics (Master and Bachelor), Introduction to Statistics and Machine Learning (Master and Bachelor)

PROFESSIONAL SERVICES

REFEREEING

Journal of Product Innovation Management, ACII, ECIS, DRUID

COMMUNITY

Trustee of the Marketing Science Institute (since 2024)

MEDIA COVERAGE

My work has been covered by newspapers, magazines and news portals, e.g., ARD aktuell, Handelsblatt, Albert Schweitzer Stiftung für unsere Mitwelt, agrarheute, planung&analyse, WirtschaftsWoche

PROFESSIONAL AFFILIATIONS

Verein für Socialpolitik, Gesellschaft für experimentelle Wirtschaftsforschung, Association for Information Systems, Society for Judgement and Decision Making