

# SERGIO PIRLA

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Department of Business Organization,  
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## CURRENT POSITION

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**Assistant Professor (Profesor Ayudante Doctor).**  
Department of Business Organization,  
University of Zaragoza.

*2024 - Present*

## PAST POSITIONS

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**Postdoctoral Fellow.**  
Department of Psychology & Center for Integrative Business Psychology,  
Aarhus University, Denmark.

*2022 - 2024*

**External Postdoctoral Researcher.**  
Booth School of Business & Department of Psychology,  
University of Chicago, USA.

*2024*

## EDUCATION

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**Ph.D. in Economics and Management (Cum Laude).**  
Universitat Pompeu Fabra, Spain.  
Dissertation: Essays on the Economic Psychology of Well-being.  
Advisors: Prof. Daniel Navarro-Martinez, Prof. Jordi Quoidbach.

*2022*

**Master of Research in Economics, Finance and Management.**  
Universitat Pompeu Fabra, Spain.

*2018*

**Master of Science in Economics and Finance.**  
Barcelona Graduate School of Economics, Spain.

*2017*

**Bachelor of Arts in Economics and Mathematical Sciences.**  
Westminster College, MO, US.

*2016*

**International Baccalaureate.**  
UWC Atlantic College, Wales, UK.

*2012*

## TEACHING EXPERIENCE

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### University of Zaragoza (Main Instructor):

Bachelor's Thesis Supervision (Undergraduate, 2024-2025). Human Resource Management (Undergraduate, 2025).

### Aarhus University (Main Instructor):

Master's Thesis Supervision (Graduate, 2023). The Economic Psychology of Poverty, Inequality, and Redistribution (Graduate, 2023). Decision Making and Risk in Psychology and Economics (Graduate, 2024). Intermediate Statistics (PhD, 2024).

### Universitat Pompeu Fabra (Teaching Assistant):

Business Organization and Management I (Undergraduate, 2021), Master's Thesis Supervision (Graduate, 2020 & 2021), Data Analysis (Undergraduate, 2017-2021), Microeconomics II (Undergraduate, 2019 & 2020), Advanced Microeconomics 3 (Graduate, 2018), Business Organization and Management II (Undergraduate, 2018).

## PUBLICATIONS

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Nockur, L., Pirla, S., & Pfattheicher, S. (2025). The misperception of carbon footprints of the rich and the poor. *Journal of Environmental Psychology*, 102545.

Pirla, S. (2024). A psychological model of collective risk perceptions. *Judgment and Decision Making*, 19, e13.

Pirla, S., Taquet, M., & Quoidbach, J. (2023). Measuring affect dynamics: An empirical framework. *Behavior Research Methods*, 55, 285-300.

Pirla, S., & Navarro-Martinez, D. (2022). Does boredom affect economic risk preferences? *Judgment and Decision Making*, 17 (5), 1094–1122.

## PROFESSIONAL ACTIVITIES:

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### Seminars and Conference Presentations:

**2025:** Center for Integrative Business Psychology Internal Day (Aarhus University).

**2024:** M-BEES (Maastricht University), ISRE Conference (Queen's University Belfast).

**2023:** Brown Bag Seminar (University of Zaragoza), SPSP Collective Psychology Preconference (Online), EASP General Meeting (Jagiellonian University), SPUDM (University of Vienna), 15th Nordic Conference on Behavioral and Experimental Economics (Lund University), Emotions 2023 Conference (Tilburg University).

**2022:** SJDM Annual Meeting (Poster, Online), Society for Affective Science Annual Conference (Online), Well-being Research & Policy Conference (University of Oxford).

**2021:** Doctoral Consortium on Behavioral Decision Making (IE University, Online), SPUDM (Online).

**2020:** Barcelona Misbehaviors.

### Referee Service:

Emotion, Journal of Family and Economic Issues, Economics of Governance.

## FUNDING

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**2024:** Centre for Integrative Business Psychology (Aarhus University). Seedcorn Funding. "Boredom and the value of consumption". PI. Amount: 24,000 DKK (3,200 EUR)

## HONORS AND AWARDS

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Flash Talk Honorable Mention - Society for Affective Science Conference.	<i>2022</i>
UPF PhD Teaching Assistant Fellowship, Universitat Pompeu Fabra.	<i>2016-2022</i>
Tuition Waiver, Barcelona Graduate School of Economics.	<i>2016-2017</i>
Davis Full Scholarship, Westminster College.	<i>2012-2016</i>
Spanish National Committee Full Scholarship, UWC Atlantic College.	<i>2010-2012</i>