

Sophia Wetzler

s.wetzler@lmu.de | [linkedin.com/in/sophia-wetzler](https://www.linkedin.com/in/sophia-wetzler)

Employment

Since 2024	Research Assistant , ISTO, LMU School of Management, Munich
2022 – 2024	Research Assistant , Max Planck Institute for Innovation and Competition, Munich
2020 – 2021	Working Student , Back Office, Liga Bank eG, Regensburg
2019 – 2020	Working Student , Back Office, Volksbank Raiffeisenbank Regensburg-Schwandorf eG, Regensburg

Education

Since 2024	PhD Student, ISTO, LMU School of Management Supervisor: Professor Dr. Tobias Kretschmer, Institute for Strategy, Technology and Organisation (ISTO), LMU School of Management
2022 – 2024	M.Sc. Management & Technology, Technical University Munich Technological focus: Informatics Management focus: Economics & Econometrics Thesis title: <i>Behavioral Shifts and Performance Curves in Gamified Crowdsourcing.</i> Grade: 1.4
2018 – 2022	B.Sc. Technologie und Managementorientierte Betriebswirtschaftslehre, Technical University Munich Technological focus: Informatics Thesis title: <i>The Benefits of Financial Advice - A Comparison of Different Advice Models with Regard to the Financial Health of Private Households, conducted in cooperation with the Sosci Panel of the University of Munich.</i> Grade: 2.0
2016 – 2018	B.Sc. Mathematics, Technical University Munich .
2008 – 2016	Albertus-Magnus-Gymnasium, Regensburg Grade: 1.0

Research Interests

- Data Donation
- Online Communities and Knowledge Sharing
- Innovation Tournaments

Conference Attendances and Working Papers

Ammann, Jana et al. (2026). “Timing Matters: An Experimental Study of Data Donation Formats”. In: *21st International Conference on Wirtschaftsinformatik*.

Kretschmer, Tobias, Johannes Loh, and Sophia Wetzler (2025). "DP20463 Governing Online Community Platforms". In: *CEPR Discussion Paper No. 20463*.

Kretschmer, Tobias, Ambre Nicolle, and Sophia Wetzler (2025). "My fault - Your fault: Knowledge-Seeking Frictions in Online Communities". In: *EUDPRN, Phd Workshop*.

Wetzler, Sophia and Tobias Kretschmer (2025). "Just Taking a Break? "Hiatists" in Online Communities". In: *Academy of Management (AOM) Annual Meeting*.

Awards

2026	Runner-up, Best Research in Progress for "Timing Matters: An Experimental Study of Data Donation Formats", 21st International Conference on Wirtschaftsinformatik.
2016-2024	Max Weber scholarship of the "Elitenetzwerk Bayern".
2016	Abitur award of the "Deutsche Mathematikervereinigung".

Skills

Languages: German (native), English (C1), Italian (B2)

Programming: Java, PHP, Python, R, SQL, XML/XSL, Stata