The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 4ᵗʰ April 2017**
at **1 p.m.** in room **P-109**
at the **Faculty of Economics, University of Ljubljana**

Authors: **izr. prof. dr. Sergeja Slapničar, Faculty of Economics, University of Ljubljana**
asist. Karla Oblak, Faculty of Maritime Studies and Transport, University of Ljubljana

will present the article:

"Incentive sensitivity to achievement motivation in cognitive tasks"

"The aim of the paper is to evaluate the effectiveness of monetary incentives in relation to intrinsic achievement motivation for various levels of task difficulty. We designed a three-period, within-subject experiment in which we measured willingness to exert cognitive effort in the modified Sternberg task (Sternberg, 1966) in a non-incentivised and an incentivised setting (with rewards or penalties). We find that the sensitivity to monetary incentives concerning preparedness to engage in a cognitive task depends on task difficulty and achievement motivation: individuals weigh up the outcome and its risk vs. the cost of effort depending on their innate achievement motivation. Rewards and penalties have an adverse effect on those individuals who are high achievers or have high motivation to avoid failure, respectively. The tougher the task becomes, the smaller the potential of monetary incentives to elicit a cognitive effort. The study advances the motivation theory and practice by integrating the effects of monetary incentives, task difficulty and personality traits on cognitive effort."

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 3ʳᵈApril 2017.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!