

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Financial Markets and Charitable Giving to Environmental Causes

By

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Date : 20 Oct 2026 (Tue)

Time : 10:30 am – 12 noon

Venue : SHA101, PolyU Hung Hom Bay Campus

Abstract

We explore how the growing shift toward environmental, social, and governance (ESG) investing is reshaping the ways people “do good.” As financial markets are increasingly positioned as vehicles for social and environmental impact, we ask whether this form of engagement complements or substitutes for more traditional prosocial behaviors, such as charitable giving. Drawing on field data and experiments with investors, we uncover a series of counterintuitive patterns: under some conditions, participation in financial markets can crowd out generosity, whereas under others, it can amplify it. These findings raise a broader question at the intersection of finance, psychology, and environmental action: When does doing good through financial markets change how, when, and why people choose to give?

Prof. Shai Danziger is a Professor of Marketing at the Collier School of Management at Tel Aviv University. His research focuses on judgment and decision-making and consumer behavior, with particular interests in financial decision-making, prosocial behavior, and the psychological processes underlying consumer choice. His work has been published in leading journals including *PNAS*, *Management Science*, the *Journal of Consumer Research*, and the *Journal of Consumer Psychology*. He has held academic positions at the University of Wales, Ben-Gurion University of the Negev, and the University of Sydney. His interdisciplinary research draws on psychology and marketing to understand how people make decisions in complex real-world environments.

All interested are welcome.



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