

# Shaping Sustainable Decisions in Digital Choice Environments

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## **Abstract**

Digital environments increasingly shape everyday decisions with implications for sustainability, yet evidence on the effectiveness of digital nudges remains inconsistent. This study examines how specific design characteristics of digitally mediated choice architectures influence sustainable choices through user perceptions. Focusing on variations in how information is generated and socially framed, we investigate their effects across two high-impact domains of everyday decision-making. Using a multi-method approach that combines experimental and configurational analyses, we show that decision outcomes are not driven by single mechanisms but by distinct constellations of perceptions. Our results highlight that the effectiveness of digital nudging interventions depends on how design elements shape and combine perceptual responses under varying conditions. Taken together, offers a more nuanced perspective on decision-making in digital choice environments and explores how emerging technologies should be designed and governed to facilitate more sustainable behaviors.

## **Bio**

Lars Andraschko is an Assistant Professor in the Department of Information Systems, Data Analytics, and Operations at ESSEC Business School, France. He holds a Ph.D. in Information Systems and Management from the University of Augsburg and was a visiting researcher at Lund University. In his research, Dr. Andraschko examines the complex and often conflicting relationship between digitalization and sustainability, with a particular focus on climate change mitigation and the broader impacts of AI in both work and everyday life.