

Veronika Job

Veronika Job is Professor of Motivation Psychology at the University of Vienna. Much of her research is focused on determinants, processes, and outcomes of goal-striving, self-regulation, and effort mobilization. Veronika Job linked ego-depletion research with the lay theory approach by showing that the way people think about acts of self-control (as consuming from a limited vs. as a non-limited resource) affects their self-regulation ability and their personal goal striving. Her work contributes to a revised, critical view of the resource model of self-control.

