

**Prof. Dr. Mathias
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Born in 1962. Mathias Binswanger graduated in economics from the University of St. Gallen and received his Ph.D. from the University of Kassel, Germany.

Following his studies, he worked as a Consultant to the Department of Environmental Affairs of Volkswagen AG in Wolfsburg, Germany. From 1993 until 1994, Mathias Binswanger conducted a research project on Sustainable Structural Change for the Swiss National Science Foundation and taught at the University of St. Gallen. Subsequently, he was a visiting scholar at the University of Tennessee in Knoxville and at Columbia University in New York, where he led a project on "Stock Markets, Speculative Bubbles and Economic Growth".

He is currently Professor of Economics at the University of Applied Sciences of Northwestern Switzerland (Olten). Mathias Binswanger is a regular writer for "Die Weltwoche" and has published books, articles and discussion papers in the fields of environmental economics, monetary economics and financial markets.

Theses
**The Paradox of
Happiness**

Recent studies have shown that in developed countries reported levels of happiness do not increase in line with income levels, and people are experiencing more and more time pressure (see e.g. www.worldvaluessurvey.com).

These findings suggest that people do not maximise happiness – they would be better off if they worked less and had more leisure time.

This Leadership Session explores the treadmill effects behind this paradox of happiness: The positional treadmill, the hedonist treadmill, the multi-option treadmill, and the time-saving treadmill. All treadmills appear to be of increasing importance in relation to recent economic developments.