

Maja Adena

WZB Berlin Social Science Center	Citizenship: Poland, Germany
Research Group “Information, Incentives, Inequality”	
Reichpietschufer 50	three children (born 2008, 2014, and 2020)
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EMPLOYMENT

2025 (April) – Associate Professor (W2, tenured) “Applied Microeconomics”, TU Berlin

2024 (October) – Head of the Research Group “Information, Incentives, Inequality”, WZB Berlin, tenured

2020–2024 Vice Director of the research unit “Economics of Change”, WZB Berlin, Germany.

2012–2019: Research Fellow, research unit “Economics of Change”, WZB Berlin, Germany.

2006–2012: Research Fellow, Department of Economics, Free University Berlin, Germany.

2012–2012: Research Fellow, CenEA, Poland.

2004–2006: Student Research Assistant, Free University and WZB Berlin, Germany.

EDUCATION

Dr. rer. pol. (2013), Free University Berlin.

Diplom in Economics (2006), Free University Berlin.

Magister in Management Science (2005), Poznan University of Economics, Poland.

BA Mathematics (2016), FernUniversität in Hagen.

Lyzientiat (BA) German Studies (2003), University in Szczecin, Poland.

University exchange stays: ESC Rennes School of Business and Grenoble École de Management, France.

RESEARCH STAYS

July–September 2017 - visiting researcher at University of Sydney.

February 2019 and October 2022 - visiting researcher at CESifo, Munich.

RESEARCH FIELDS

Behavioral and Experimental Economics, Economics of Philanthropy, Political Economy, Media Economics, Applied Microeconomics.

AFFILIATIONS

CESifo Research Network Fellow

Research Associate, Centre for Economic Analysis, Szczecin, Poland

Fellow, Berlin Centre for Consumer Policies (BCCP)

MEMBERSHIPS

Research Network Economics of Media Bias / Verein für Socialpolitik (VfS) / European Economic Association (EEA) / American Economic Association (AEA) / Economic Science Association (ESA) / German Association for Experimental Economic Research (GfeW)

PUBLICATIONS

Journal articles

Does online fundraising increase charitable giving? A nationwide field experiment on Facebook (with Anselm Hager), *Management Science*, 2024.

Charitable giving by the poor: A field experiment in Kyrgyzstan (with Rustamdjan Hakimov and Steffen Huck), *Management Science*, 2024, 70(1), pp. 1–670.

Support for a right-wing populist party and subjective well-being: Experimental and survey evidence from Germany (with Steffen Huck), 2024, *PLoS ONE* 19(6): e0303133.

Home alone: Widows' well-being and time (with Daniel Hamermesh, Michał Myck and Monika Oczkowska), *Journal of Happiness Studies*, 2023, 24, pp. 813–838.

COVID-19 and pro-sociality: How do donors respond to local pandemic severity, increased salience, and media coverage? (with Julian Harke), *Experimental Economics*, 2022, 25(3), pp. 824–844.

Voluntary “donations” versus reward-oriented “contributions”: Two experiments on framing in funding mechanisms (with Steffen Huck), *Experimental Economics*, 2022, 25(5), pp. 1399–1417.

Personalized fundraising: A field experiment on threshold matching of donations (with Steffen Huck), *Journal of Economic Behavior & Organization*, 2022, 200, pp. 1–20.

Online fundraising, self-image, and the long-term impact of ask avoidance (with Steffen Huck), *Management Science*, 2020, 66(2), 2020, pp. 722–743.

Giving once, giving twice: A two-period field experiment on intertemporal crowding in charitable giving (with Steffen Huck), *Journal of Public Economics*, 2019, 172 (April), pp. 127–134.

Quality certification for nonprofits, charitable giving, and donor's trust: experimental evidence (with Jeyhun Alizade, Frauke Bohner, Julian Harke and Fabio Mesters), *Journal of Economic Behavior & Organization*, 159, 2019, pp. 75–100.

Matching donations without crowding out? Some theoretical considerations, a field, and a lab experiment (with Steffen Huck), *Journal of Public Economics*, 148 (April), 2017, pp. 32–42.

Testing consumer theory: evidence from a natural field experiment (with Steffen Huck and Imran Rasul), *Journal of the Economic Science Association*, 2017, 3(2), pp. 89–108.

Nonprofit Organizations, Free Media and Donor's Trust, *Journal of Economics*, 118 (3), 2016, pp. 239–263.

Radio and the Rise of Nazis in Pre-War Germany (with Ruben Enikolopov, Maria Petrova, Veronica Santarosa, and Ekaterina Zhuravskaya), *Quarterly Journal of Economics*, Vol 130, Issue 4, 2015, pp. 1885–1939.

Charitable giving and nonbinding contribution-level suggestions – Evidence from a field experiment (with Steffen Huck and Imran Rasul), *Review of Behavioral Economics*, Vol 1, Issue 3, 2014, pp. 275–293.

Poverty and transitions in health in later life (with Michał Myck), *Social Science & Medicine*, Vol 116, September 2014, pp. 202–210.

Book chapters

Gender inequality and gendered task division, in: *Encyclopedia of Experimental Social Sciences*, forthcoming in 2025.

Tax-price Elasticity of Charitable Donations - Evidence from the German Taxpayer Panel, in: *The Routledge Handbook of Taxation and Philanthropy*, Edited by Peter,

Henry and Giedre Lideikyte-Huber, Routledge, 2021, pp. 219-235.

How can we improve tax incentives for charitable giving? Lessons from field experiments in fundraising, in: *The Routledge Handbook of Taxation and Philanthropy*, Edited by Peter, Henry and Giedre Lideikyte-Huber, Routledge, 2021, pp. 344-353.

Material deprivation items in SHARE Wave 5 data: a contribution to a better understanding of differences in material conditions in later life (with Michal Myck and Monika Oczkowska) in: Börsch-Supan, Axel, Kneip, Thorsten, and Howard Litwin (eds), *Ageing in Europe - Supporting Policies for an Inclusive Society*, DE GRUYTER, 2015, pp. 25-38.

Poverty and transitions in key areas of quality of life (with Michal Myck), in: Börsch-Supan, Axel, Brandt, Martina, Litwin, Howard, Weber, Guglielmo (eds), *Active ageing and solidarity between generations in Europe, First results from SHARE after the economic crisis*, DE GRUYTER, 2013, pp. 55-74.

Other

Introduction to the special issue on ‘new directions in understanding philanthropic activities’ (with M. Drouvelis and S. Huck), *Oxford Economic Papers*, 2023.

Nudging und soziales Engagement: Wie kann Nudging dazu beitragen, die Spendenbereitschaft zu erhöhen?, *Vierteljahrshefte zur Wirtschaftsforschung*, 2, 2018, pp. 139-152.

Auch das Spenden hat ein Geschlecht Frauen und Männer sind unterschiedlich großzügig (with Katharina Dorn), *WZB-Mitteilungen*, 161, 2018, pp. 37-38.

Ein Stupser, um Gutes zu tun Wie Nudging die Spendenbereitschaft erhöht, *WZB Mitteilungen*, 158, 2017, pp 26-28.

The Consequences of Loss: How Grieving Affects People’s Health and Wellbeing, *WZB Report 2017*, pp. 60-62. German version: Partnerverlust und seine Folgen – Wie Trauer die Gesundheit und das Wohlbefinden beeinträchtigt, *WZB Mitteilungen*, 152, 2016, pp. 25-27.

Ein messbarer Einfluss – Verändert Medienkontrolle das Wählerverhalten?, *WZB Mitteilungen*, 151, 2016, pp. 43-46.

Old-Age Poverty and Health–How Much Does Income Matter? (with Michal Myck), *FREE Policy Brief Series*, September 2013.

WORKING PAPERS

How Does Facilitated Giving Affect Sales? A Field Experiment (with Steffen Huck). Earlier version: Can mass fundraising harm your core business? A field experiment on how fundraising affects ticket sales, 2021, WZB Discussion Paper SP II 2019-304r (submitted).

Bombs, Broadcasts and Resistance: Allied Intervention and Domestic Opposition to the Nazi Regime During World War II (with Ruben Enikolopov, Maria Petrova, and Hans-Joachim Voth) 2021, WZB Discussion Paper SP II 2021-301.

Transparent app design reduces excessive usage time and increases willingness to pay compared to common behavioral design—a framed field experiment (with Christina Timko), 2023, WZB Discussion Paper SP II 2023-302 (submitted).

Complex tasks and motivating crowdworkers – an experiment. (with Julian Harke and Patrycja Janowska-Widomska)

Gratitude in fundraising: Do ‘thank you in advance’ and handwritten thank you notes impact fundraising success? (with Steffen Huck and Levent Neyse) (submitted)

AWARDS AND SCHOLARSHIPS

EuBC Research Award (2017) / WZB-Sydney-Merit-Fellowship (2017) / Friends of the WZB Award (2016) / PROFIL-Programm (2016) / Conference Presentation Award for Young Researchers, Verein für Socialpolitik (2013, 2015, 2016, 2018) / DAAD-advancement award for international students (2007) / DAAD STIBET Scholarship (2003-2005) / Heinz und Heide Dürr-Stiftung Scholarship (2004) / Poznan University of Economics Scholarship (2002-2005)

GRANTS

Large:

Leibniz Competition 2025 “Stimulating Prosocial Behavior (PROSOCIAL): Coordinated Analyses Across Diverse Domains;” collaborative project, share €216,195 (2025-2027).

DFG Research Unit “Labour market transformation: Scarcity, Mismatch, and Policy”, Co-PI of the Project “Gender Gaps in the Labour Market: The Role of Skills, Implicit Biases and Task Allocation;” own part €245,220 (2025-2028).

Leibniz Programm for Women Professors competition 2023; €999,036 (2025-2029).

Research grant for the project “Media reporting of natural disasters and its impact on disaster relief” 2019-2022 - DFG (Sachbeihilfe) €207,492.

Small:

Equal Opportunity Fund of the Faculty of Business, Economics and Social Sciences at the University of Hamburg 2023 (with Lydia Mechtenberg) €5,000.

Conference grant for the workshop “Recent Advances in the Economics of Philanthropy”, WZB Berlin 2023 - Fritz Thyssen Stiftung €17,000.

WZB seed money for joint research projects with the University of Oxford 2020 €16,200.

Conference grant for the workshop “Recent Advances in the Economics of Philanthropy”, WZB Berlin 2020 - Fritz Thyssen Stiftung €10,000.

Conference grant for the workshop “4th Economics of Media Bias Workshop”, WZB Berlin 2019 - BERA €1,280.

Conference grant for the workshop “Recent Advances in the Economics of Philanthropy”, WZB - Berlin 2018 - Fritz Thyssen Stiftung €6,000, BERA €1,435.

BERA travel grant 2017 €1,032.

Conference grant for the workshop “Recent Advances in the Economics of Philanthropy”, WZB Berlin 2017 - BERA €5,000.

Conference grant for the workshop “Enacting Change in Long-run Behavior and Attitudes” - WZB Berlin 2016 - DFG €12,000, BERA €2,833.33.

EEA Student Travel Grant 2013 €400.

TEACHING

Technical University Berlin:

Economics of prosocial behavior: spring term 2025

Free University Berlin:

Spieltheorie: fall term 2006/07 and spring term 2012

Grundlagen der Mikroökonomie: spring term 2007, 2010, and 2011

Industrieökonomie: fall term 2007/08

Informationsökonomie: spring term 2008 and 2009

Wirtschaftspolitik (Public Choice): fall term 2009/10 and 2011/12

Advanced Microeconomics (in English): fall term 2010/11 and 2011/12

Teacher Training Certificate

Humboldt University Berlin:

Field Experiments (Q-Team–research-based learning:) fall term 16/17

Training: research-based learning for university teachers: fall term 16/17

Several guest lectures on Field Experiments in Charitable Giving (TU Berlin, HMTM Munich)

INVITED TALKS

2024: Workshop Öffentliche Finanzen und Politische Ökonomie X (keynote) / University of Münster, Germany.

2023: Hamburg University, Germany / Stockholm School of Economics, Sweden

2022: University of Magdeburg, Germany / ifo Munich, Germany / ZEW Mannheim, Germany / Behavioral Economics Design Initiative conference Pittsburgh, USA

2019: University of Düsseldorf (DICE Seminar), Germany / University of Stirling, UK / University of Heidelberg, Germany/ CESifo, Munich, Germany/ ASSA, Atlanta, US (invited sessions x2)

2018: University of Konstanz, Germany/ Freiburg University, Germany/ University of Birmingham, UK

2017: Free University of Berlin / Monash University, Australia / University of New South Wales, Australia / University of Sydney, Australia / University of Queensland, Australia / Humboldt University Berlin (Berliner Forschungskolloquium Wirtschafts- und Sozialgeschichte)

2016: Lund University, Sweden (Seminar in Microeconomics)

2015: University of St. Andrews (School of Economics Research Seminar) / University of Düsseldorf (DICE Brown Bag Seminar)/ LSE (Economic History Seminar) / University of Warsaw (Warsaw Economic Seminar) / Karlsruher Institut für Technologie (Workshop on Economics and Finance) / Bonn University (BGSE Behavioral Economics: Applied Micro Workshop) / University of Duisburg-Essen/ University of Munich (Micro Workshop) / Institute for Fiscal Studies (Centre for the Microeconomic Analysis of Public Policy (CPP) seminar), Vienna Center for Experimental Economics (Research Seminar), University of Amsterdam (CREED seminar)

2012: Leuphana University Lüneburg (Forschungskolloquium Freie Berufe, Mittelstand und empirische Wirtschaftsforschung)

CONFERENCE PRESENTATIONS AND PRESENTATIONS IN SEMINARS

2025 (planned): Digital Economy Workshop, Berlin, Germany / Berlin Political Economy Workshop, Berlin, Germany / 8th Economics of Media Bias Workshop, Frankfurt (Main), Germany.

2024: BeWell Workshop, Magdeburg, Germany / Advances with Field Experiments, London, UK.

2023: 15th Nordic Conference on Behavioral and Experimental Economics, Lund, Sweden / German Association for Experimental Economic Research, Erfurt, Germany./ 17th Workshop on Political Economy in Dresden, Germany.

2022: 5th Economics of Media Bias Workshop, WZB Berlin, Germany / Virtual Workshop on Recent Advances in the Economics of Philanthropy.

2021: Virtual Workshop on Recent Advances in the Economics of Philanthropy / Virtual EEA 2021 / Virtual VfS Jahrestagung 2021.

2020: CESifo Area Conference on Public Economics 2020 / Virtual EEA 2020 / Virtual SABE 2020 / Conference Taxation & Philanthropy.

2019: Workshop “Cause-Related Marketing and Charity Donations,” Groningen, the Netherlands / CESifo Area Conference on Economics of Digitization, Munich, Germany / Jahrestagung des Vereins für Socialpolitik, Leipzig, Germany / EEA-ESEM Manchester, UK / Vechta Workshop on Social Behavior, Germany / IMEBESS, Utrecht, the Netherlands / Workshop “The Role of Social Norms and Preferences in Overcoming Undersupply of Public Goods: New Developments in Empirical and Theoretical Research,” TU Freiberg, Germany.

2018: EEA-ESEM Cologne, Germany / Jahrestagung des Vereins für Socialpolitik, Freiburg i.Br., Germany / Bruneck Workshop on Political Economy, Italy / The Political Economy of Democracy and Dictatorship, Münster, Germany / Political Economy in the Computational Age, Berlin, Germany / ESA World Meeting, Berlin, Germany / Workshop on Recent Advances in the Economics of Philanthropy, Berlin, Germany / BERA Applied Economics Workshop, Berlin, Germany / BBE Workshop, Berlin, Germany.

2017: 2nd Economics of Media Bias Workshop, Lausanne, Switzerland / 15th Annual Media Economics Workshop, Barcelona, Spain / BERA Applied Economics Workshop, Berlin, Germany / BBE Workshop, Berlin, Germany.

2016: 11th Nordic Conference on Behavioral and Experimental Economics, Oslo, Norway / German Economists Abroad Meeting, Berlin, Germany / EEA-ESEM, Geneva, Switzerland / Jahrestagung des Vereins für Socialpolitik, Augsburg, Germany / BBE Workshop, Berlin, Germany / Work and Welfare Seminar, Berlin, Germany / BERA Workshop, Berlin, Germany / COSTA Seminar Berlin, Germany / ECBE Bonn, Germany.

2015: IMBESS Toulouse, France / European Economic Association Meeting, Mannheim, Germany / ESA European Meeting, Heidelberg, Germany / Jahrestagung des Vereins für Socialpolitik, Münster, Germany.

2014: SHARE Workshop on the Analysis of Deprivation and Multidimensional Exclusion, Jerusalem, Israel / Warsaw International Economic Meeting, Poland / Ce2 Workshop, Warsaw, Poland.

2013: Workshop on Behavioural and Experimental Economics, Florence, Italy / European Economic Association Meeting, Gothenburg, Sweden / Jahrestagung des Vereins für Socialpolitik, Düsseldorf, Germany / Warsaw International Economic Meeting, Poland / Berlin Behavioral Economics Workshop, Berlin, Germany / Nordic Conference on Behavioral and Experimental Economics, Stockholm, Sweden / Institute for Transition Economics, Retreat, Stockholm, Sweden / Workshop in Political Economy, Economic History, and Religion, WZB, Berlin, Germany / 4th International SHARE User Conference, Liege, Belgium.

2012: SHARE Conference, Brixen, Italy / Nutzerkonferenz Steuerstatistik, Berlin, Germany / Prague Conference on Political Economy, Prague, Czech Republic / 6th Workshop on Political Economy, CESifo, Dresden, Germany.

2011: Warsaw International Economic Meeting, Poland.

2010: Prague Conference on Political Economy, Prague, Czech Republic / Economic Policy Seminar, Free University of Berlin, Germany.

2009: RatSWD-Nachwuchsworkshop “Längsschnittanalysen auf der Basis amtlicher Sozial- und Wirtschaftsdaten,” Berlin, Germany / “Reflections on Fiscal Federalism,” WZB Berlin / Mikroökonomisches Kolloquium, Free University of Berlin / Economic Policy Seminar, DIW, Berlin, Germany / Topics in Contest Theory, Humboldt University of

Berlin, Germany. **2008:** Mikroökonomisches Kolloquium, Free University of Berlin, Germany / Economic Policy Seminar, DIW, Berlin, Germany.

2007: “Workshop on Nonprofits,” Piacenza, Italy / Mikroökonomisches Kolloquium, Free University of Berlin, Germany / Economic Policy Seminar, DIW, Berlin, Germany.

SUMMER SCHOOLS

2015: Summer School “European School on New Institutional Economics” (ESNIE), Corsica, France / IIPF School on Tax Systems, Warsaw, Poland.

2013: Summer School on “Governance and Economic Behavior,” Leuven, Belgium.

2011: Summer School “European School on New Institutional Economics” (ESNIE), Corsica, France.

2010: Summer School “European School on New Institutional Economics” (ESNIE), Corsica, France / Summer School on “Incentives and Behavioral Economics,” Bronnbach, Germany.

2008: Summer School on “Asymmetric Information and Learning in Financial Markets: Theory and Time Series Econometrics,” Bronnbach, Germany.

2007: Summer School on “Contract Theory,” Bronnbach, Germany.

REFEREEING AND EDITORIAL ACTIVITIES

Guest editor, Oxford Economic Papers (2020-2023)

Regular referee for journals: *American Economic Review*, *Behavioural Public Policy*, *B.E. Journal of Economic Analysis and Policy*, *Economic Inquiry*, *Economic Journal*, *Economics and Human Biology*, *Economics & Politics*, *European Economic Review*, *European Journal of Ageing*, *Experimental Economics*, *Explorations in Economic History*, *Finanzarchiv*, *International Migration Review*, *International Tax and Public Finance*, *Journal of Behavioral and Experimental Economics*, *Journal of Development Economics*, *Journal of the European Economic Association*, *Journal of Economic Behavior and Organization*, *Journal of Economic Surveys*, *Journal of Economics*, *Journal of Human Resources*, *Journal of Political Economy*, *Journal of Political Economy: Microeconomics*, *Journal of Politics*, *Journal of Public Economics*, *Journal of the European Economic Association*, *Management Science*, *Nonprofit and Voluntary Sector Quarterly*, *Oxford Economic Papers*, *Rationality and Society*, *Review of Behavioral Economics*, *Review of Economic Studies*, *Social Forces*, *Social Science & Medicine*, *Theory and Decision*.

Occasional referee for conferences: Jahrestagung des Vereins für Sozialpolitik 2016 and 2017.

Occasional project proposal referee: National Science Foundation, US / National Science Center, Poland / L’agence nationale de la recherche, France / Research Foundation - Flanders (Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO), Belgium / Czech Science Foundation.

Occasional referee for publishers: Routledge.

OTHER PROFESSIONAL ACTIVITIES

Board member of the Association for the Study of Generosity in Economics (ASGE January 2020–present).

Chairperson of the ethics committee (WZB October 2018–2020, member 2016–2020).

Board of directors (BCCP June 2018–ongoing).

BERA Committee member (February 2018–January 2020).

Workshop organizer “Economics of Media Bias” (WZB Berlin 2019 and 2022, local organizer) / “Recent Advances in the Economics of Philanthropy” (WZB Berlin 2015,

2017, 2018, 2021, 2022, and 2023) / “Enacting Change in Long-run Behavior and Attitudes” (WZB Berlin 2016) / “Instrumentalizing Economics for Political Goals, Instrumentalizing Politics for Economic Goals” (co-organizer, WZB Berlin 2021) / “Berlin Workshop on Empirical Public Economics – Gender Economics” (co-organizer, 2nd at the FU Berlin and 3rd at the WZB Berlin).

Co-organizer and co-coordinator of Berlin wide seminars, various years: Berlin Applied Micro Seminar, Berlin Behavioral Economics Seminar, and Colloquium in Behavioral Economics.

Member of the academic council (WZB 2013–2017).

Member of the appointments committee for “junior professor in economic history” (FU Berlin), “junior professor in public economics” (FU Berlin), and “director” (WZB), **and various selection committees:** funding extensions, scholarships (WZB).

Faculty coordinator for ERASMUS exchange programm with Universite Pierre-Mendès in Grenoble, France, University of Limerick, Ireland, Universidad de Navarra, Spain, and Universität Wien, Austria (FU Berlin 2006–2012).

Knowledge transfer: dialog with policy makers in a series “Junge Wissenschaft trifft Politik” (WZB Berlin 2015 and 2016).

OTHER

Languages: Polish, German, English