

Blanca Tena Estrada

Kuhbergstr. 36 34131 Kassel Germany blanca.tena@uni-kassel.de +49 171 5801934 blancatena.com

Behavioral economist with over 5 years of experience in applied research, designing and managing experiments and mixed-method evaluations with a focus on social impact interventions in areas such as sustainability and employment. Proven ability to work in multidisciplinary teams, supervise junior researchers, and communicate complex findings to academic audiences. International working experience (India, Australia, Portugal) and fluent in English, German, and Spanish.

WORK EXPERIENCE

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| • Research Assistant, PhD , at the Chair of Microeconomics , Uni Kassel
Teaching and Researching on Behavioral and Experimental Economics
Visiting Research at Tasmanian Behavioral Lab (Tasmania, Australia) | 01/2020 - present
02/2024 |
| • Student Assistant at the Chair of Energy Economics , Uni Kassel
Preparing slides for statistics classes and data for further analysis | 02/2018 - 12/2018 |
| • Consultant in Inquev , Consultancy, New Delhi, India
Helping companies develop businesses in India and SEA | 09/2017 - 02/2018 |
| • Back Office in Galopin Playgrounds , Factory, Cerceda, Spain
International Office, Administration, Customer Service | 05/2015 - 05/2016 |
| • Administration in Connectors Plus , Mobility Agency, Vigo, Spain | 10/2014 - 03/2015 |

EDUCATION

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|---|----------------------------|
| • MAGKS – GSEBGO PhD program:
University of Kassel (Kassel, Hessen, Germany) | 2020 - 2025 |
| • Master of Economic Behavior & Governance:
University of Kassel (Kassel, Hessen, Germany) | 2016 - 2018 |
| • Bachelor of Economics:
University of Vigo (Vigo, Pontevedra, Spain)
Erasmus Program University of Oulu (Oulu, Oulu, Finland) | 2011 - 2015
2013 - 2014 |
| • High School Diploma in Social Sciences:
I.E.S Rosais 2 (Vigo, Pontevedra, Spain)
Fairview High School (Boulder, CO, USA) | 2010 - 2011
2009 - 2010 |

PUBLICATIONS

- Tena Estrada, Blanca & Luong, Nhat (2024) Unconditional Endowment and Acceptance of Taxes: A Lab-in-the-Field Experiment on UBI with Unemployed. *Basic Income Studies* 19(2), 307-333

WORK IN PROGRESS

- Frank, Björn & Tena Estrada, Blanca (2025) Exploring The Last Man Argument: Evidence on Society's Disposition towards Nature's Legal Rights. Target journal: *Earth Stewardship*
- Tena Estrada, Blanca (2025) Market Acceptance in a Commodified Society: Are Economic Students Different? Target journal: *Journal of Business Ethics*
- Weingärtner, Eva & Tena Estrada, Blanca (2026) Sustainable food choices away from home: Evidence from a multi-component change in a cafeteria. Target journal: *Ecological Economics*
- Köbrich Leon, Anja & Tena Estrada, Blanca (2026) The Tug of War Between Fear and Ethic - An Experimental Investigation of Fear of Social Decline and Moral Values. Target journal: *Journal of Business, Economics and Ethics*
- Tena Estrada, Blanca; Chua. Swee-Hoon; Hoffmann, Robert; Jiang, Chenting (2026) Social Networks and Coordination: A Simulation Experiment. Target journal: *Games and Economic Behavior*

GRANT

- “**Reinhard Selten-Stipendium**” 1.000€ from the Gesellschaft für experimentelle Wirtschaftsforschung e.V. for the project “Testing UBI in a Lab-in-Field Experiment with the unemployed”

CONFERENCES

- 2025 [SABE Conference](#), (Trento), [GefW Conference](#) (Hamburg), [The Is and Ought Business Ethics](#) (Wittenberg)
- 2024 [Workshop: Market, cooperation and votes](#) (Madrid); [EAERE Conference](#) (Leuven); [IAREP/SABE Conference](#) (Dundee), [GefW Conference](#) (Köln).
- 2023 [ECOBAS Seminar](#) (Vigo); [IMEBESS Conference](#) (Lissabon); [Workshop Experimental Economics for the Environment](#) (Bochum) [IAREP/SABE Conference](#) (Nizza)
- 2022 [ESA Conference](#) (Bologna)
- 2021 [GefW Conference](#) (Magdeburg).

TEACHING EXPERIENCE

- **Quantitative Methods of Experimental Economics** (at Master’s level, lecture and seminar at the University of Kassel, summer semesters 2020, 2021, 2022, 2023, 2024)
- **Selected Topics in Behavioral Economics** (at Master’s level seminar at the University of Kassel in collaboration with three colleagues, winter semester 2021)
- **Experimental Economics** (at Master’s level, lecture and seminar at the University of Vigo, winter semester 2022, 2023, 2024, 2025)
- **Experiments on Sustainable Behavior** (at Bachelor’s level, Summer School, University of Kassel, 2024)
- **Conducting a Systematic Literature Review** (at Master’s level, lecture and seminar at the University of Kassel, Wintersemester, 2023 and Workshop at the University of Minho, September 2025)
- **Supervision of Bachelor and Master Theses:** 1 Bachelor thesis and 8 Master Theses. One published from Pablo Vicente Baz *My vs our Money: An Ultimatum Game Experiment with Earned Money* (University of Vigo, July 2024, DOI: 10.32826/rejf.v2i5.371)

LANGUAGES

- **Spanish:** Native
- **Galician:** Native
- **English:** Fluent - 7,5 IELTS (2016) / C1 Level from Cambridge University (2015)
- **German:** Fluent - C1 Level, Language Center, University of Kassel (2020)
- **French:** Intermediate - B1 Level, Language Center University of Kassel (2023)
- **Portuguese:** Beginner - A1 Level, Language Center University of Kassel (2022)

IT-KNOWLEDGE

- Stata, Python, oTree, Office (Word, Excel, PowerPoint), LaTeX, Adobe (Lightroom, Photoshop)

NETWORK

- Advisory Board [SABE](#) from 2024-2028
- Member of [GefW](#) since 2020
- Member of [IAREP](#) since 2023
- Member of [SABE](#) since 2023
- Member of [EAERE](#) since 2024

VOLUNTARY SERVICE

- [CTEK](#): Researching. (online)
- [FOODSHARING](#): Saving food. (Kassel)
- [ASDEGAL](#): Tutoring. (Coruña)
- [UVIGO](#): Buddy Programm (Vigo)
- [UNICEF](#): Tutoring children at risk of social exclusion. (Vigo)