

# Blanca Tena Estrada

Kuhbergstr. 36 34131 Kassel Germany [blanca.tena@uni-kassel.de](mailto:blanca.tena@uni-kassel.de) +49 171 5801934 [blancatena.com](http://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

---

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

## EDUCATION

---

- **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) 2011 - 2015  
Erasmus Program University of Oulu (Oulu, Oulu, Finland) 2013 - 2014
- **High School Diploma in Social Sciences:**  
I.E.S Rosais 2 (Vigo, Pontevedra, Spain) 2010 - 2011  
Fairview High School (Boulder, CO, USA) 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/reyf.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)