

Blanca Tena Estrada

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Behavioral economist with over 5 years of experience in applied research, designing and managing RCTs and mixed-method evaluations with a focus on social impact interventions in areas such as sustainability and employment. Proven ability to lead multidisciplinary teams, supervise junior researchers, and communicate complex findings to both academic and non-academic audiences and internationally (India, Germany). Fluent in English, German, and Spanish and passionate about sharing her knowledge through teaching and supervising bachelor and master theses in economics.

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 statistic 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: *Earth Stewardship*
- Tena Estrada, Blanca (2025) Market Acceptance in a Commodified Society: Are Economic Students Different?. Target: *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: *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 of Business, Economics and Ethics*
- Tena Estrada, Blanca; Chua. Swee-Hoon; Hoffmann, Robert; Jiang, Chenting (2026) Social Networks and Coordination: A Simulation Experiment. Target: *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](#) (Cologne).
- **2023** [ECOBAS Seminar](#) (Vigo); [IMEBESS Conference](#) (Lisbon); [Workshop Experimental Economics for the Environment](#), (Bochum) [IAREP/SABE Conference](#) (Nice)
- **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, summers 2020, 2021, 2022, 2023, 2024)
- **Selected Topics in Behavioral Economics** (at Master’s level seminar at the University of Kassel in collaboration with 3 colleagues, winter 2021)
- **Experimental Economics** (at Master’s level, lecture and seminar at the University of Vigo, Winter 2022, 2023, 2024, 2025)
- **Experiments on Sustainable Behavior** (at Bachelor’s level, Summer School, University of Kassel, 2024)
- **Conducting a Systematic Literature Review in Behavioral Economics** (at Master’s level, lecture and seminar at the University of Kassel, Winter, 2023)
- **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) <https://doi.org/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, Power Point), LaTeX, Adobe (Light room, Photoshop)

Network:

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

Voluntary service:

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