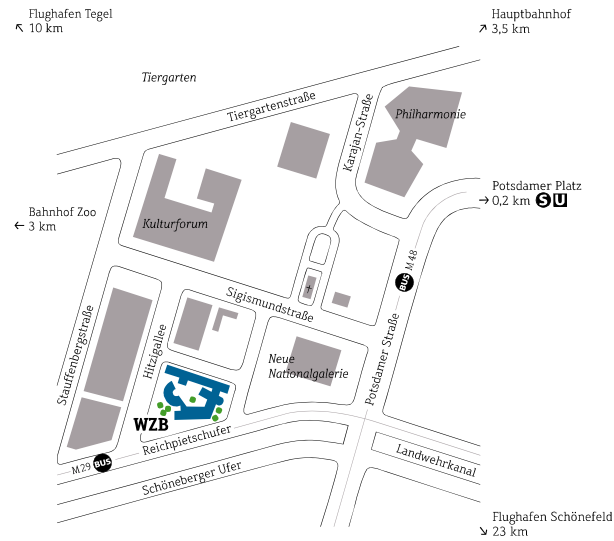


The conference is organized by:
Maja Adena (WZB Berlin)
Mark Andor (RWI Essen)
Steffen Huck (WZB Berlin)
Marijke Leliveld (University of Groningen)

This conference is supported by



Registration:
philanthropy.workshop@wzb.eu



WZB

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**Pro-sociality:
Corporate Philanthropy
and Individual
Donations
Conference
June 20-23, 2023**

Workshop I: Corporate Philanthropy and Individual Donations

Tuesday, June 20, 2023

Room B002/03/ WZB

9:30 am – 9:50 am	Registration
9:50 am – 10:00 am	Welcome
10:00 am – 10:45 am	René Bekkers Prosocial values for the philanthropic commons
11:00 am – 11:45 am	Luke McEllin Links between interpersonal coordination and social decision making
12:00 pm – 12:45 pm	Arvid Erlandsson A typology of psychological mechanisms underlying prosocial decisions
1:30 pm – 2:00 pm	Caroline Graf Social norms offer explanation for inconsistent effects of incentives on prosocial behavior
2:00 pm – 2:30 pm	Aakash Kurian Thottam Donor's self- and other-oriented motives for selecting charitable causes
3:30 pm – 4:15 pm	Edlira Shehu The impact of text and image expectations on charity advertising conversion
4:30 pm – 5:15 pm	Alexander Genevsky The impact of affective congruence in charitable requests
5:30 pm – 6:00 pm	Joris Melchior Schröder The social contagion of blood donations: sustaining repeated prosocial behaviour

Wednesday, June 21, 2023

Room A 310/ WZB

9:30 am – 10:00 am	Registration
10:00 am – 10:45 am	Lukas Tomberg My community and I: stimulating conservation and load shifting through virtual energy communities
11:00 am – 11:45 am	Jan Schmitz The hidden benefits of CSR: corporate philanthropy begets employee giving
12:00 pm – 12:45 pm	Marijke Leliveld Consumer responses to who pays the donation in cause-related marketing campaigns

Workshop II: Recent Advances in the Economics of Philanthropy

Wednesday, June 21, 2023

Room A 310/ WZB

1:30 pm – 2:15 pm	Stephanie A. Heger Eliciting risk and altruism: experimental evidence
3:30 pm – 4:15 pm	Mark Andor Comparing and combining two popular behavioral interventions: impacts on behavior and welfare
4:30 pm – 5:15 pm	Catherine Eckel “Hot” and “cold” punishment in public goods provision
5:30 pm – 6:15 pm	Marco Castillo The burden of giving

Thursday, June 22, 2023

Room A 310/ WZB

9:30 am – 10:00 am	Registration
10:00 am – 10:30 am	Hande Erkut Malleability of norms
10:30 am – 11:00 am	Besarta Veseli Increasing blood donor retention with past donation use appeals: the mediating role of perceived relationship investment and relationship quality
11:15 am – 12:00 pm	Andreas Lange Moral and efforts: on technology choice, efforts, and externalities
2:00 pm – 2:45 pm	Egon Tripodi The limits of social recognition: experimental evidence from blood donors
3:00 pm – 3:45 pm	Lorenz Goette Understanding mechanisms of persistence in prosocial behavior: evidence from a large-scale field experiment
4:15 pm – 5:00 pm	Ragan Petrie Extreme giving commitments
5:15 pm – 6:00 pm	Michael Price Racial and gender favoritism in crowdfunding — evidence from the field

Friday, June 23, 2023

Room B002/03/ WZB

9:30 am – 10:15 am	Registration
10:15 am – 11:00 am	Christian Hönow Wisdom and prosocial behavior
11:15 am – 12:00 pm	Raphael Epperson Incentivizing long-term giving: evidence from a natural field experiment
12:00 pm – 12:15 pm	Concluding Remarks