

**Wirtschaftspolitisches Seminar:
Fundraising: Strategien und Instrumente**

Themenliste

1. Image-Motivation vs. ökonomische Anreize
 - Grundlage: Ariely et al. (2009), Doing Good or Doing Well? Image Motivation and Monetary Incentives in Behaving Prosocially, *American Economic Review* 99, 544-555
 - Bearbeiter: N.N.
 - Betreuer: N.N.
2. Preiseffekte: Matched Fundraising
 - Grundlage: Huck & Rasul (2011), Matched Fundraising: Evidence from a Natural Field Experiment, *Journal of Public Economics* 95, 351-362
 - Bearbeiter: N.N.
 - Betreuer: N.N.
3. Spendenverhalten und Reziprozität
 - Grundlage: Falk (2007), Gift Exchange in the Field, *Econometrica* 75, 1501-1511
 - Bearbeiter: N.N.
 - Betreuer: N.N.
4. Wiederholte Interaktion zwischen Fundraiser und Spender
 - Grundlage: Landry et al. (2010), Is a Donor in Hand Better than Two in the Bush? Evidence from a Natural Field Experiment, *American Economic Review* 100, 958-983
 - Bearbeiter: N.N.
 - Betreuer: N.N.
5. Altruismus vs. Sozialer Druck
 - Grundlage: DellaVigna et al. (2012), Testing for Altruism and Social Pressure in Charitable Giving, *Quarterly Journal of Economics* 127, 1-56
 - Bearbeiter: N.N.
 - Betreuer: N.N.
6. Aversion gegen fixe Kosten
 - Grundlage: Gneezy et al. (2014), Avoiding Overhead Aversion in Charity, *Science* 346/6209, 632-635
 - Bearbeiter: N.N.
 - Betreuer: N.N.