

# KATARZYNA ZAGÓRSKA

University of Warsaw  
Department of Economics  
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## EDUCATION

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### University of Warsaw, Department of Economics

Ph.D. candidate	Economics	2014-
	Supervisor: prof. Mikołaj Czajkowski	
	Dissertation topic: <i>Social norms, information, and consumers' preferences for environmental goods</i>	
	Full time studies	
M.S.	Economics	2012-2014
B.S.	Economics	2009-2012
	<i>Graduated with Honours Degree</i>	

## SCHOLARSHIPS, HONORS AND AWARDS

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2019	Rector's Award for scientific publication and research achievements (in category of young scientists under the age of 35)
2017	Junior Dekaban-Liddle Fellowship at the University of Glasgow
March 2016	Indian Technical and Economic Cooperation program of Government of India
2010-	Scholarships for academic performance in all consecutive academic years
2013-2014	Erasmus Mundus Action 2 SIGMA Scholarship at University of Montenegro
2013-2014	The Foundation for Polish Science Scholarship
2012	First award in 16th edition of Entrepreneurship, Finances and Management Contest, organized by Polish-American Freedom Foundation and Citi Handlowy – The Kronenberg Foundation
2012	Erasmus Intensive Programme at Georg-August-Universität Göttingen

## RELEVANT POSITIONS

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2014-	University of Warsaw, Department of Economics - PhD candidate - Teaching assistant in the Division of Microeconomics - Areas of teaching: consumer and producer theory (intermediate microeconomics courses), game theory and industrial organization (advanced microeconomics lectures and tutorials), public policies' impact evaluation (course for the Ministry of Development in Poland)
2015-	Group for Research in Applied Economics - Research assistant in iPiracy project
2017	Fellowship at the University of Glasgow, Dekaban-Liddle Program
2016-2017	University of Warsaw, Institute of Sociology - Research assistant in PROVIDE project

## RESEARCH EXPERIENCE

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### **Co-design of novel contract models for innovative agi-environmental-climate measures and valorization of environmental public goods** (May 2019 – December 2020)

Research team member, Contracts 2.0 – HORIZON 2020 Program, EU, principal investigator: prof. Mikołaj Czajkowski

### **Behavioural experiment with farmers** (March 2019)

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Expert for the JRC research, principal investigator: Francois Dessart

**Providing smart delivery of public goods by EU agriculture and forestry** (January 2016 – August 2018)  
Research team member, PROVIDE – HORIZON 2020 Program, EU, principal investigator: dr hab. Natalia Letki

**Cultural goods as experience goods** (July 2015 – July 2019)  
Research assistant, SONATA-BIS, NCN, Principal Investigator: dr Anna Kukła-Gryz

**Coherent policies and governance of the Baltic Sea Ecosystems** (June 2015 – June 2018)  
Research assistant, GO4BALTIC – ERA-NET BONUS+ Program, EU, principal investigator: prof. Mikołaj Czajkowski

**Choosing Efficient Combinations of Policy Instruments for Low-carbon Development and Innovation to Achieve Europe's 2050 Climate Targets** (November 2014 – December 2015)  
Research assistant, CECILIA2050 – 7<sup>th</sup> Framework Program, EU, principal investigator: prof. Mikołaj Czajkowski

**Effects of Information, Experience and Uncertainty on Preferences – a Behavioral Economics Examination** (July 2013 – July 2014)  
Research assistant, grant of the Foundation for Polish Science, HOMING+ Program, principal investigator: prof. Mikołaj Czajkowski

**The System of Homelessness Prevention and Assistance in Warsaw** (July 2013)  
Research assistant, contracted by the municipal office of the City of Warsaw, project coordinator: dr Piotr Modzelewski

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## GRANTS

**How does multisensory virtual experience impact environmental behaviour?**  
(May 2020 – May 2023)  
Project leader for the University of Warsaw team; primary investigator for the interdisciplinary team is Grzegorz Pochwatko from the Institute of Psychology of the Polish Academy of Sciences. The 1.5 mln euro project was funded the Norway and EEA grant.

**Social norm information and consumers' preferences for environmental goods**  
(June 2016 – July 2020)  
Primary investigator of the research project funded by the National Science Centre of Poland

- **The impact of social norm information on consumers' environmental choices – behavioral approach**
- **Experimental methods and microeconomic models used in interdisciplinary socio-economic research on public goods**
- **Knowledge, beliefs, provided information and consumers' choices – behavioral approach**
- **Information, communication and participatory budgeting**

(June 2015 – June 2019)  
Three small research grants funded by the Department of Economics and the Institute of Sociology at the University of Warsaw

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## PUBLICATIONS

Czajkowski, M., Zagórska, K., & Hanley, N. (2019). Social norm nudging and preferences for household recycling. *Resource and Energy Economics*, 58, 101110.

<https://doi.org/10.1016/j.reseneeco.2019.07.004>

Czajkowski M., Zagórska K., Letki N., Tryjanowski P., Wąs A. (2019) Drivers of farmers' willingness to adopt extensive farming practices in a globally important bird area. *Land Use Policy* (in press)

[https://www.wne.uw.edu.pl/files/4415/5501/3179/WNE\\_WP291.pdf](https://www.wne.uw.edu.pl/files/4415/5501/3179/WNE_WP291.pdf)

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Hasler, B., Czajkowski, M., Elofsson, K., Hansen, L. B., Konrad, M. T., Nielsen, H. Ø., ... & Poltimäe, H. (2019). Farmers' preferences for nutrient and climate-related agri-environmental schemes: A cross-country comparison. *Ambio*, 48(11), 1290-1303.

<https://doi.org/10.1007/s13280-019-01242-6>

Kukla-Gryz A., & Zagórska K. (2019) The effects of individual internal versus external reference prices on consumer decisions for pay-what-you-want payments. *Central European Economic Journal*, (51), 1-17.

<https://content.sciendo.com/view/journals/ceej/4/51/article-p1.xml>

Kukla-Gryz A., & Zagórska K. (2018). "If I can set my own price for tonight's show I will pay more after watching it!" - evidence from Pay What You Want experiment. *Applied Economics Letters*, 25(19), 1398-1401.

<dx.doi.org/10.1080/13504851.2017.1422593>

Ščasný, M., Zvěřinová, I., Czajkowski, M., Kyselá, E., & Zagórska, K. (2016). Public acceptability of climate change mitigation policies: a discrete choice experiment. *Climate Policy*, (17), 111-130.

<www.tandfonline.com/doi/abs/10.1080/14693062.2016.1248888>

Zagórska, K. (2016). Wpływ informacji o lokalnych i krajowych normach społecznych na wybory konsumentów dotyczące samodzielnego sortowania odpadów [Impact of local and national social norm information on respondents' choices regarding waste sorting at household level]. *Ekonomia. Rynek, Gospodarka, Społeczeństwo*, (44), 121-151.

<ekonomia.wne.uw.edu.pl/ekonomia/getFile/783>

Zagórska, K., & Żurawska, A. (2012). Faktoring jako instrument aktywnego zarządzania należnościami [Factoring as a financial instrument used for managing of receivables]. In M. I. Kamieniecka, A. M. Korzeniowska, & W. Misterek (Eds.), *Bankowe i pozabankowe instrumenty finansowe. Wycena i ewidencjonowanie*. SKNF UMCS/ Gaudium.

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## **PUBLICATIONS IN REVIEW & REVISION / WORKING PAPERS**

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Kukla-Gryz A., Zagórska K., & Szewczyk P. (in revision for *Journal of Tourism and Cultural Change*) Cross-cultural differences in voluntary payment decisions. Evidence from guided tours.

Preprint available: [www.wne.uw.edu.pl/files/6415/1999/8724/WNE\\_WP265.pdf](http://www.wne.uw.edu.pl/files/6415/1999/8724/WNE_WP265.pdf)

Czajkowski M., Zandersen M., Angelidis I., Aslam U., Becker T., Budziński W., & Zagórska, K. (in review). Recreational value of the Baltic sea: a spatially explicit site choice model accounting for environmental conditions.

Preprint available: [https://www.wne.uw.edu.pl/files/1115/2630/0150/WNE\\_WP270.pdf](https://www.wne.uw.edu.pl/files/1115/2630/0150/WNE_WP270.pdf)

Kukla-Gryz A., & Zagórska K. (in review for *Theory and Decision*). Revealing preferences with modified Groves Clarke tax mechanism.

Zagórska K. i Letki N. Preferencje rolników względem schematów rolno-środowiskowych w Dolinie Biebrzy. Jak chronić bioróżnorodność i tradycyjny krajobraz na terenach rolniczych?

Zagórska, K. Mechanisms underlying changes in consumer's environmental choices after social norm based interventions.

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## **PRESENTATIONS**

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Zagórska, K., Drivers of farmers' willingness to adopt extensive farming practices in ecologically valuable river valleys the case of Biebrza Marshes. EAERE 2019 Annual Conference, 2019-06-28, Manchester

Zagórska, K., Drivers of farmers' willingness to adopt extensive farming practices in ecologically valuable river valleys. LEEP in 2019: The LEEP Institute's Meeting of International Excellence in Environmental and Resource Economics, 2019-06-24, Exeter (poster presentation)

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Zagórska, K., Social norms, neighbourhood ties and green efficacy as drivers of farmers' willingness to adopt extensive farming practices. 4th Collier Conference on Behavioral Economics, 2019-06-19, Tel Aviv (poster presentation)

Zagórska, K., Social norms, neighbourhood ties and green efficacy as drivers of farmers' willingness to adopt extensive farming practices. Course in behavioural environmental economics, 2019-06-06, Uppsala

Zagórska, K., Drivers of farmers' willingness to adopt extensive farming practices in ecologically valuable river valleys – the case of Biebrza Marshes. 2nd GREEN-Econ Spring School in Environmental Economics, 2019-05-21, Marseille

Zagórska, K., Drivers of farmers' willingness to adopt extensive farming practices in ecologically valuable river valleys – the case of Biebrza Marshes. Annual Conference of the Department of Economics, University of Warsaw, 2018-09-28, Chęciny

Zagórska, K., Letki, N., Czajkowski, M., Drivers of farmers' willingness to adopt ex-tensive farming practices in ecologically valuable river valleys – the case of Biebrza Marshes. 2nd REECAP workshop, 2018-09-27, Vienna

Kukla-Gryz, A., Zagórska, K., Revealing consumers' preferences with a modified Groves Clarke tax mechanism. ESA meeting. 2018 ESA World Meeting, 2018-07-01, Berlin

Letki, N., Czajkowski, M., Zagórska K., Improving Biodiversity in the Biebrza Valley in Eastern Poland. PROVIDE Final Conference. 2018-06-27, Brussels (poster presentation)

Zagórska K., Czajkowski M., & Hanley N., Social norms and pro-environment behaviours: heterogeneous response to signals. XIX April International Academic Conference On Economic and Social Development, National Research University, Higher School of Economics, 2018-04-11, Moscow

Zagórska K. Social norms and contributions to public goods: heterogeneous response to signals. 6th Spring School in Behavioral Economics. 2018-03-05, San Diego (poster presentation)

Zagórska, K., Mechanisms underlying changes in consumer's environmental choices after social norm based interventions. Annual Conference of the Department of Economics, University of Warsaw, 2017-09-23, Chęciny

Zagórska, K., Czajkowski, M., Letki, N., Tryjanowski, P., and Wąs, A., 2017. Farmers' preferences for Agri Environmental Schemes in the Biebrza Valley. PROVIDE project meeting, 2017-09-24, Cordoba

Kukla-Gryz, A., Szewczyk, P., Zagórska, K., Cultural differences affect voluntary payment decisions: Evidence from guided tours. Eighth European Workshop on Applied Cultural Economics, 2017-09-09, Kraków

Zagórska, K., Farmers' preferences for agro-environmental schemes in the Biebrza Valley. Summer School on Using Discrete Choice Experiments for the Economic Valuation of Ecosystem Services in Rural Landscapes, 2017-09-03, Schwedt

Zagórska, K., Czajkowski, M., LaRiviere, J., Letki, N. and Hanley, N., Role of risk aversion and knowledge in shaping consumers' preferences towards GMO labelling policies. International Conference at the Congressi Stefano Franscini (CSF) of ETH Zurich: Human Dimensions of Environmental Risks - Behavioural Experiments, Field Experiments, Survey Research, 2017-05-24, Monte Verità, Ascona

Zagórska, K., Czajkowski, M., LaRiviere, J., Letki, N. and Hanley, N., Do social norms matter? Evidence from stated preference studies varying communicated social norm levels. Manchester Environmental Economics Workshop 2017: Social preferences and environmental and natural resource economics, 2017-05-04, Manchester

Zagórska, K., Czajkowski, M., LaRiviere, J., Letki, N. and Hanley, N., Do social norms matter? Evidence from stated preference studies varying communicated social norm levels. International Choice Modelling Conference, 2017-04-05, Cape Town

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Zagórska K., Czajkowski, M., LaRiviere, J., Letki N., Hanley, N., Do social norms matter? Evidence from stated preference studies varying communicated social norm levels. 5<sup>th</sup> Workshop on Discrete Choice Modelling, University of Warsaw, 2016-10-06, Warsaw

Zagórska K., Czajkowski, M., LaRiviere, J., Letki N., Hanley, N., Preferencje konsumentów względem polityki znakowania produktów GMO: Analiza wyborów dyskretnych. Annual Conference of the Department of Economics, University of Warsaw, 2016-09-24, Serock

Zagórska, K., Czajkowski, M., Hanley N., Impact of local and national social norm information on respondents' choices regarding waste sorting at household level. EAERE-FEEM-VIU European Summer School: "Field Experiments in Environmental and Resource Economics", 2016-06-28, Venice

Kukla-Gryz, A., Zagórska, K., "If I can set my own price for tonight's show I will pay more after watching it!" - evidence from Pay What You Want experiment. 19th International Conference of the ACEI (Association for Cultural Economics International), 2016-06-23, Valladolid

Kukla-Gryz, A., Zagórska, K., The strength of "anchoring effect" on Pay What You Want payments: Evidence from Vignette experiment. 19th International Conference of the ACEI, 2016-06-23, Valladolid

Zagórska, K., Discrete choice experiments for agro-environmental schemes. Annual Go4Baltic project meeting, 2016-05-24, Tallinn

Zagórska, K., Agro-environmental schemes in Poland. Annual Go4Baltic project meeting, 2016-05-25, Tallinn

Zagórska, K., Impact of local and national social norm information on respondents' choices regarding waste sorting at household level. Third Workshop On Non-Market Valuation (WONV), 2015-06-17, Nancy

Zagórska, K., Impact of local and national social norm information on respondents' choices regarding waste sorting at household level. Ulvön Conference on Environmental Economics, 2015-06-23, Ulvön

Zagórska, K., Czajkowski, M., Ščasný, M., Zvěřinová, I., Acceptability of Climate Change Policies. . Annual Conference of the Department of Economics, University of Warsaw, 2015-09-25, Sulejów

Wiśniewska, A., Zagórska, K., Who will pay for culture? On social acceptance of public expenses. Debate organized by Kalecki Foundation, 2015-04-23, Warsaw

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#### **CO-AUTHORED PRESENTATIONS**

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Video-presentation at the 3<sup>rd</sup> Citizen Engagement and Deliberative Democracy Festival – available on-line [https://youtu.be/2l\\_Po9pYOKQ](https://youtu.be/2l_Po9pYOKQ)

Ex-ante analysis of novel contracts. Czajkowski M., Contracts2.0 project meeting, 2019-11-12, Aberdeen

Farmers' preferences for implementing agri-environmental schemes. Hasler B., Nordic Annual Environmental and Resource Economics (NAERE) Workshop, 2019-04-11, Copenhagen

CAP after 2020 – challenges and opportunities. Regional perspective: Poland. Czajkowski, M., Zagórska, K., JRC "Behavioural experiment with EU farmers" project meeting, 2019-03-12, Brussels

"If I can set my own price for tonight's show I will pay more after watching it!"- evidence from Pay What You Want experiment. Kukla-Gryz A., Zagórska K. 2018-09-28, Chęciny

Targeted mechanisms for sustainability in agricultural and forestry production – results of the H2020 project PROVIDE. Schaller L., 164th EAAE Seminar on "Preserving Ecosystem Services via Sustainable Agro-food Chains", 2018-09-05, Crete, Greece

How to use toolboxes and stakeholder participation in policy support? Regional perspective: Poland. Letki N., Zagórska, K. PROVIDE Final Conference, 2018-06-27, Brussels

Cross country comparison of AES schemes as incentives for nutrient abatement in Baltic Sea catchments - exploring farmers' preferences. Berit Hasler et al. World Congress of Environmental and Resource Economists, 2018-06-25, Gothenburg

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Exploring farmers' preferences for implementing agrienvironmental schemes aimed at reducing nutrient leaching Czajkowski, M., Elofsson, K., Hansen, L. B., Hasler, B., Helin, J., Häggmark, T., Konrad, M., Myyra, S., Nielsen, H. Ø., Niiskanen, O., Noman, T., Pedersen, A. B., Petersen, K., Zagorska, K., The 3<sup>rd</sup> BONUS Symposium: Sustainable ecosystem governance under changing climate and land use, 2018-03-16, Gdansk

Spatially-explicit model of the Baltic Sea based recreation demand – identifying recreational hotspots and the influence of environmental conditions Czajkowski, M., Zandersen, M., Angelidis, I., Aslam, U., Becker, T., Budziński, W., Zagórska, K., The 3<sup>rd</sup> BONUS Symposium: Sustainable ecosystem governance under changing climate and land use, 2018-03-16, Gdansk

Kukla-Gryz, A., Szewczyk, P., Zagórska, K., Cultural differences affect voluntary payment decisions: Evidence from guided tours. Third North American Workshop on Cultural Economics, 2017-11-21, New Orleans, LA

Kukla-Gryz, A., Zagórska, K., “Jeśli mogę samemu zdecydować o cenie jaką zapłacić za spektakl to zapłacę więcej po jego obejrzeniu!” – analiza wyników eksperymentu Płać ile chcesz [“If I can set my own price for tonight’s show I will pay more after watching it!” - evidence from Pay What You Want experiment]. Konferencja Marketing w Kulturze: Komunikacja – Trendy – Praktyka, 2017-04-21, Gdańsk

Czajkowski, M., Budziński, W., Zagórska, K., Aslam, U., Angelidis, I., Becker, T., Zandersen, M., Coastal recreation valuation – discrete choice model. BalticApp, University of Stockholm, 2017-03-28, Stockholm

Czajkowski, M., Hanley, N., Kądziała, T., Nyborg, K., Zagórska, K., Social norms, morals and self-interest as determinants of pro-environment behaviors: the case of household recycling. Workshop on Environment and Behaviour: Application to Waste Management, LAMETA (University of Montpellier, University of Paul-Valéry Montpellier, INRA, CNRS, SupAgro), 2016-10-13, Montpellier

Czajkowski, M., Hanley, N., Kądziała, T., Nyborg, K., Zagórska, K., Social norms, morals and self-interest as determinants of pro-environment behaviors: the case of household recycling. Scotland's Rural College, 2016-08-31, Edinburgh

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## **COURSES & WORKSHOPS**

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C2C Fellows Sustainability Leaders Workshop at Bard College, on-line, 5 December 2020

EAERE 2019 Preconference Workshop on Behavioural and Experimental Methods on Environmental and Development Policy, University of Manchester, 26 June 2019

Course in behavioural environmental economics in Uppsala, organized by the Department of Forest Economics (SLU) and CERÉ, the Centre for Environmental and Resource Economics, 3-6 June 2019

ERC Training Workshop for Starting grants applicants with Enspire Science, Polish Academy of Sciences, Warsaw, 7 May 2019

4-day PhD Behavioural Economics course with prof. George Loewenstein, Norwegian School of Economics, Bergen, August 2018

6th Spring School in Behavioral Economics in San Diego, US, 4-8 March 2018

Summer School on Using Discrete Choice Experiments for the Economic Valuation of Ecosystem Services in Rural Landscapes, September 2017, Schwedt

Workshop on Hot Topics in Environmental and Resource Economics, 21-21 August 2016, Esbjerg

EAERE-FEEM-VIU European Summer School on Field Experiments in Environmental and Resource Economics and workshop on Field Experiments: Research Advancement and Policy Applications, June 2016, Venice

Stated Preference Methods at University Institute of Tourism and Sustainable Economic Development, November 2015 (prof. Bengt Kriström and dr Jorge E. Araña Padilla)

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## **COMMUNITY WORK & FURTHER INFORMATION**

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Popularization of science for the iPiracy project at [grape.org.pl/ipiracy](http://grape.org.pl/ipiracy), content of the website, in newspaper, and on scientific blogs and in multiple reports for partner institutions: <http://grape.org.pl/user/56>  
<http://forsal.pl/artykuly/1121674,the-metropolitan-museum-of-art-plac-ile-chcesz-za-dobra-kultury.html>  
<https://prawo.gazetaprawna.pl/artykuly/1386032,plac-ile-chcesz-kontra-komfort-psychiczny.html>  
<https://economiststalkart.org/2018/04/10/pay-what-you-want-in-cultural-institutions-top-managerial-tips/>  
<http://naukawpolsce.pap.pl/aktualnosci/news%2C79519%2Cjak-skuteczniej-chronic-przyrode-na-terenach-wiejskich.html>

Writing project reports, cooperation with stakeholders and inputs for the PROVIDE project website: <http://provideknowledgeplatform.eu/case-study-regions/podlaskie-pl/>

Work for the self-government of doctoral students at the Faculty of Economics (since November 2015)

Assistant to the director Derek Goldman from Georgetown University in stage production *Remember This – Walking with Jan Karski*, IMKA Theatre (2014)

Member of the European Association of Environmental and Resource Economists

Active Member of the Economic Strategy Student Research Group at University of Warsaw (KNSG UW, [www.knsg.uw.edu.pl](http://www.knsg.uw.edu.pl)) and Rock & Roll Club at University of Montenegro (2011-2014)

Volunteering in Fairytale Meetings in Warsaw children's hospital (March 2014 - May 2014)

Volunteer work for the Embassy of Poland in Podgorica (24-27 October 2013)

Administration of *Discrete Choice Experiment Workshop* in Warsaw for the ENVironmEntal CHOice meeting (2017)

Administration of conferences *Perspectives and Challenges of European Integration; Economic and social strategies of the European Union; Perspectives of economic and monetary integration in crisis time. Where is the Eurozone heading?* (2013-2015)

Project coordinator of Inter Academic Forum of the Audit and Consulting (2013)

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## REFEREES

### Associate Professor

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