

# Curriculum Vitae

## Dr. Jana Gallus

Harvard Kennedy School  
Harvard University  
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## Research interests

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Behavioral Economics, Strategy, Incentives, Motivation and Performance,  
Personnel Economics, Online work and community management

## Academic positions

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Starting 07/2016      **UCLA Anderson School of Management**  
Assistant Professor (tenure track) in the Strategy Area

07/2015-present      **Harvard Kennedy School**  
Postdoctoral Research Fellow at the Behavioral Insights Group  
Advisor: Prof. Dr. Iris Bohnet (Harvard Kennedy School)

## Education

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Ph.D.  
10/2011-09/2014      **University of Zurich, Switzerland**  
Department of Economics  
Degree: Dr. oec. publ.  
Grade: **Summa cum laude**  
Dissertation title: *Honors and Performance: An Economic Analysis of Awards*  
Dissertation committee: Prof. Dr. Dr. h.c. mult. Bruno S. Frey,  
Prof. Dr. Bruno Staffelbach

MA  
09/2009-10/2011      **Double Degree:**  
**Finance & Strategy**  
Institut d'Etudes Politiques (Sciences Po) Paris, France  
Grade: Cum laude (among top 10% of class)  
**International Affairs & Governance**  
University of St. Gallen, Switzerland  
Grade: 5.69 / 6  
Master's Thesis on the *Economics of Awards*  
Supervisor: Prof. Dr. Dr. h.c. mult. Bruno S. Frey, University of Zurich  
Grade 6.0 / 6.0

BA  
09/2008-06/2009      **University of California, Santa Barbara, United States**  
Dean's Honors (GPA  $\geq$  3.75, 12 or more letter-graded units, no NP)

BA  
09/2006-06/2008      **Sciences Po Paris, French-German Undergraduate Studies**  
Cum laude (among top 10% of class)

High school  
08/1997-06/2006      High school diploma: **Abitur 1,0 (passed with highest distinction)**  
Karl Rehbein-Gymnasium, Germany

## Awards, Scholarships, Grants

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08/2016	Best Paper Award, Academy of Management Finalist, William H. Newman Award (for the best single-authored paper based on a dissertation completed in the past three years), Academy of Management
02/2016	Warner Fellowship, Harvard Kennedy School, Women and Public Policy Program: USD 5,000
01/2016	Elected Active Member of the European Academy of Sciences and Arts
07/2015	<b>Research Grant, Swiss National Science Foundation (SNSF)</b> , Early Postdoc.Mobility Fellowship: CHF 50,300 ( $\approx$ USD 50,600)
07/2013	Small Grant, Wikimedia CH: CHF 1,500 ( $\approx$ USD 1,650)
12/2012	<b>Research Grant, Swiss Society for Public Welfare</b> (Schweizerische Gemeinnützige Gesellschaft) for a project on awards and recognition in the Swiss non-profit sector. CHF 150,000 ( $\approx$ USD 164,900)
09/2006-10/2011	<b>German National Merit Foundation</b> (Studienstiftung des deutschen Volkes)
09/2008-06/2009	Hölderlin Scholarship of the German National Merit Foundation
06/2006	Highest distinction for university-entrance diploma
06/2006	Apollinaire-Prize of the Robert Bosch Foundation for excellence in French
08/2004-03/2005	Elected representative of Germany at the Prix des Lycéens Allemands

## Job market paper

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### **Fostering voluntary contributions to a public good: A large-scale natural field experiment at Wikipedia** (single-authored). *Management Science*, forthcoming.

This natural field experiment tests the effects of purely symbolic awards on volunteer retention in a public goods context. The experiment is conducted at Wikipedia, which faces declining editor retention rates, particularly among newcomers. Randomization assures that award receipt is orthogonal to previous performance. The analysis reveals that awards have a sizeable effect on newcomer retention, which persists over the four quarters following the initial intervention. This is noteworthy for showing that awards for volunteers are effective even if they have no impact on the volunteers' future career opportunities. The awards are purely symbolic, and the status increment they produce is limited to the recipients' pseudonymous online identities in a community they have just recently joined. The results can be explained by enhanced self-identification with the community, but they are also in line with recent findings on the role of status and reputation, recognition, and evaluation potential in online communities.

- Recipient of Best Paper Award, Academy of Management, 2016.
- Finalist, William H. Newman Award (for the best single-authored paper based on a dissertation completed in the past three years), Academy of Management, 2016.

## Publications

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### **Fostering voluntary contributions to a public good: A large-scale natural field experiment at Wikipedia.** *Management Science*, forthcoming.

Abridged version: Humphreys (Ed.), *Proceedings of the Seventy-sixth Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561.

**Awards: A strategic management perspective** (with Bruno S. Frey). *Strategic Management Journal*, forthcoming. DOI: 10.1002/smj.2415.

**Towards an economics of awards** (with Bruno S. Frey).  
*Journal of Economic Surveys*, forthcoming. DOI: 10.1111/joes.12127.

**Giving awards: A rational choice analysis** (with Bruno S. Frey).  
*Rationality and Society*, forthcoming. DOI: 10.1177/1043463116634656.

**Awards as non-monetary incentives** (with Bruno S. Frey). *Evidence-based HRM*, 2016, 4(1): 81-91.

**External influence as an indicator of scholarly importance** (with Ho Fai Chan, Bruno S. Frey, Markus Schaffner, Benno Torgler, and Stephen Whyte). *CESifo Economic Studies*, 2015, doi: 10.1093/cesifo/ifv010.

**Academic honors and performance** (with Ho Fai Chan, Bruno S. Frey, and Benno Torgler).  
*Labour Economics*, 2014, 31: 188–204.

**Do the best scholars attract the highest speaking fees? An exploration of internal and external influence** (with Ho Fai Chan, Bruno S. Frey, Markus Schaffner, Benno Torgler, and Stephen Whyte).  
*Scientometrics*, 2014, 101: 793–817.

**The power of awards** (with Bruno S. Frey). *The Economists' Voice*, 2014, 11(1): 1–5.

**Open issues in happiness research** (with Bruno S. Frey and Lasse Steiner).  
*International Review of Economics*, 2014, 61(2): 115–125.

**Aggregate effects of behavioral anomalies: A new research area** (with Bruno S. Frey).  
*Economics: The Open-Access, Open-Assessment E-Journal*, 2014, 8(2014-18): 1–15.

**Happiness: Research and policy considerations** (with Bruno S. Frey). In: *Happiness*, edited by Tachibanaki Toshiaki, Welfare Plus Alpha.

**Political economy of happiness** (with Bruno S. Frey).  
*Applied Economics*, 2013, 45(30): 4205–4211.

**Subjective well-being and policy** (with Bruno S. Frey).  
*Topoi –International Review of Philosophy*, 2013, 32(2): 207–212.

**Happiness policy and economic development** (with Bruno S. Frey).  
*International Journal of Happiness and Development*, 2012, 1(1): 102–111.

## **Working papers**

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**Awards as strategic signals** (with Bruno S. Frey). CREMA working paper 2014-04. Under review for publication in *Journal of Management Inquiry* (2nd round revision).

## **General interest publications, Comments**

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**Awards, honours, and ribbons: Between fame and shame** (with Bruno S. Frey). March 2015,  
*VOX, CEPR's Policy Portal*.

**Reply to Peter E. Earl's article "Anchoring in economics: On Frey and Gallus on the aggregation of behavioural anomalies"** (with Bruno S. Frey). October 2014,  
*Economics: The Open-Access, Open-Assessment E-Journal*.

**Motivation – ausgezeichnet** (with Bruno S. Frey). September 2014, *VR Praxis, UnternehmerZeitung*.

**Auszeichnungen – Würde oder Bürde? Eine Frage der Motivation** (with Bruno S. Frey). June 2014,  
*Basler Zeitung*.

**Ein schöner Orden und eine würdige Feier** (with Bruno S. Frey). November 2013,  
*Frankfurter Allgemeine Sonntagszeitung*.

**Die Freude am Geld schwindet** (with Bruno S. Frey). November 2013, *Weltwoche*.

**Interne und externe Bedeutung von Ökonomen** (with Bruno S. Frey, Markus Schaffner, and Benno Torgler). September 2013, *Ökonomenstimme*.

**Extrinsische Anreize – Die Macht der Auszeichnung** (with Bruno S. Frey). June 2013, *Neue Zürcher Zeitung*.

**Award the Deserving** (with Bruno S. Frey). May 2013, *New York Times, Room for Debate*.

**Auszeichnungen steigern die wissenschaftliche Leistung** (with Chan, Ho Fai, Bruno Frey, Jana Gallus and Benno Torgler). March 2013, *Ökonomenstimme*.

**Auszeichnungen als Anreiz** (with Bruno S. Frey). August 2012, *Ökonomenstimme*.

**Beautiful people earn more... and are moreover happier** (with Bruno S. Frey). March 2012, *VOX, CEPR's Policy Portal*.

**La religiosité rend heureux, mais les églises se vident** (with Bruno S. Frey). November 2011, *Telos*.

**Religion makes people happy, so why is church attendance declining?** (with Bruno S. Frey). October 2011, *VOX, CEPR's Policy Portal*.

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### Media coverage

Guminski, Sarah. What makes Wikipedia's volunteer editors volunteer? *Scientific American*. May 12, 2016.

Interview about awards, *National Public Radio* show "The Dinner Party Download". Feb 26, 2016.

Cronin, Brenda. Handicapping the John Bates Clark Medal. *The Wall Street Journal. WSJ Blogs – Real Time Economics*. April 10, 2013.

Cronin, Brenda. The Clark Medal's Midas Touch. *The Wall Street Journal. WSJ Blogs – Real Time Economics*. April 11, 2013.

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### Teaching and organized seminars

Spring 2015	<b>Studies in the Art Market</b> , Executive education program, Zeppelin University, DE (Formal teaching appointment/Lehrauftrag)
Spring 2015	<b>Law, Economics and Psychology</b> , Research seminar, University of Zurich, CH
Fall 2014/2015	<b>Cultural Economics / "Kulturökonomik"</b> , Master program in Cultural Management, University of Basel, CH
Fall 2014/2015	<b>Happiness Research – Content and Methodology / "Glücksforschung – Inhalt und Methodik"</b> , Corporate Management & Economics (CME) advanced seminar, Zeppelin University, Friedrichshafen, DE (Formal teaching appointment/Lehrauftrag)
Fall 2014/2015	<b>Political Economy</b> , Doctoral research seminar, University of Zurich, CH
Spring 2014	<b>Visual Arts and Economics</b> , Executive Master in Art Market Studies, University of Zurich, Zurich, CH (Formal teaching appointment/Lehrauftrag)
Fall 2013/2014	<b>Political Economy</b> , Doctoral research seminar, University of Zurich, CH
Fall 2012/2013	<b>Law, Economics and Psychology</b> , Research seminar, University of Zurich, CH
Fall 2012/2013	<b>Financial and Economic Policy</b> , MA seminar, Universities of Zurich, Basel, Fribourg, CH

**Presentations at conferences and seminars**

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- 2015-2016 *Fostering public good contributions with symbolic awards: A natural field experiment at Wikipedia*  
Presented at:
- **Program for Evolutionary Dynamics**, Harvard University (06/2016)
  - **Behavioral Science & Policy Association (BSPA)** annual conference, Washington DC, US (04/2016)
  - **Behavioral Insights Group Research Seminar**, Harvard University, Cambridge, US (02/2016)
  - **Pompeu Fabra University**, Department of Economics and Business, Barcelona, ES (02/2016)
  - **University of Lucerne**, Department of Economics, Lucerne, CH (01/2016)
  - **University of California, Los Angeles**, UCLA Anderson School of Management, Los Angeles, US (01/2016)
  - **ASSA 2016, Annual Meeting of the American Economic Association**, Poster, San Francisco, US (01/2016)
  - **Columbia University**, Columbia Business School, New York, US (12/2015)
  - **University of Chicago**, Harris School of Public Policy, Chicago, US (11/2015)
  - **International Behavioural Insights Conference (BX2015)**, London, UK; invited to speak at Behavioural Scientists of the Future session (09/2015)
- 10/2015 *Designing Symbolic Awards to Motivate Knowledge Workers in Gender-Typed Fields: Evidence from a Field Experiment at Wikipedia*  
Harvard Kennedy School, Cambridge, US
- 08/2015 *Happiness as purpose of national and business governance: a comparison*  
Annual Meeting of the Academy of Management (AOM), Vancouver, CA
- 05/2015 *Can symbolic awards foster voluntary contributions to a public good? Evidence from a large-scale natural field experiment at Wikipedia*  
Spring Meeting of Young Economists (SMYE), Ghent, BE
- 04/2015 *The Political Economy of Awards*  
Meeting of the European Public Choice Society (EPCS), Groningen, NL
- 04/2015 *Symbolic awards and volunteering*  
Law, Economics and Psychology, Zurich, CH
- 02/2015 *Why International Organizations Give and Receive Awards*  
The Political Economy of International Organizations, Berlin, DE
- 10/2014 *Happiness: Research and Policy Considerations*  
International Conference, Comparative Study on Happiness, Paris, FR
- 10/2014 *Awards as Incentives?* Behavioral Economics Network, Zurich, CH
- 09/2014 *Incentives Beyond Money: An Evaluation of the Effectiveness of Awards in Raising Performance*  
Doctoral Research Seminar in Human Resource Management, Zurich, CH
- 07/2014 *Awards – Symbols of Status*  
EGOS, European Group for Organizational Studies, Rotterdam, NL

- 05/2014 ***Putting Church Art to Good Use***  
Economic Theology, Theological Economics – An Interdisciplinary Conference,  
LUMSA University, Rome, IT
- 05/2014 ***The Upward Comparison Puzzle***  
Doctoral Research Seminar in Human Resource Management, Zurich, CH
- 12/2013 ***Awards – The Giver's Perspective***  
Law, Economics and Psychology  
Max Planck Institute for Research on Collective Goods, Bonn, DE
- 11/2013 ***Incentives in the Voluntary Sector***  
Proceedings in Political Economy, Research Seminar, Zurich, CH
- 09/2013 ***Signaling with Awards – A New Strand of Research***  
Doctoral Research Seminar in Human Resource Management, Zurich, CH
- 05/2013 ***The Economics of Awards – Past Research and Future Projects***  
Public Finance and Political Economy, Schliersee, DE  
Max Planck Institute for Tax Law and Public Finance
- 04/2013 ***Awards for Volunteers – Honouring the Honourable***  
Workshop at Bournemouth University, UK
- 04/2013 ***Awards – What Money Can't Buy***  
Seminar in Organizational Research and Organizational Economics  
Propstei Wislikofen, CH
- 11/2012 ***Prizes: Inciting Innovations***  
SEEK Workshop on Incentives and Innovations, ZEW Mannheim, DE
- 11/2012 ***Incentives in the Voluntary Sector***  
Research Colloquium: Current Topics in Organizational Research  
Zurich, CH
- 10/2012 ***Awards are a Special Kind of Signal***  
Conference on New Developments in Signaling and Game Theory. Model  
Building, Applications, and Empirical Corroborations, Ascona, CH
- 10/2012 ***Motivations to Volunteer***  
Doctoral Research Seminar, Zurich, CH
- 09/2012 ***Which Incentives for Modern Volunteers?***  
Organization, Management, Theory of the Firm, Lausanne, CH
- 04/2012 ***Incentives for Volunteers – A Field Experiment***  
Seminar in Organizational Research and Organizational Economics  
St. Niklausen, CH
- 03/2012 ***Incentives for Modern Volunteers – The Manifold Uses of Awards***  
Workshop at Bournemouth University, UK
- 10/2011 ***The Economics of Awards – Design of a Field Experiment***  
Law, Economics and Psychology  
Max Planck Institute for Research on Collective Goods, Bonn, DE

#### **Conferences attended**

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- 06/2015 **Behavioral Science & Policy Association (BSPA)**, Inaugural Conference, New  
York, US

08/2013	<b>International Symposium on Wikis and Open Collaboration, Hong Kong</b> Full stipend funded by Wikimedia CH
06/2013	<b>International Society for New Institutional Economics (ISNIE)</b> 17 <sup>th</sup> Annual Conference, Florence, IT
04/2013	<b>European Public Choice Society (EPCS)</b> Annual Meeting at the University of Zurich, CH
05/2011	<b>European Public Choice Society (EPCS)</b> Annual Meeting at the University of Rennes 1, FR
06/2010	<b>International Society for New Institutional Economics (ISNIE)</b> 14 <sup>th</sup> Annual Conference, University of Stirling, Scotland, UK

### **Seminars and classes attended**

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10/2014	<b>Organization, Management and Theories of the Firm</b> , Geneva, CH
08/2014	<b>Workshop on Behavioral and Experimental Economics</b> , Zurich, CH
06/2014	<b>BodenSeeForum - Applied Science</b> , Konstanz, DE
06/2014	<b>Seminar on Public Finance and Political Economy</b> , Munich, DE Max Planck Institute for Tax Law and Public Finance
05/2013	<b>BodenSeeForum - Applied Science</b> , Insel Reichenau, DE
04/2013	<b>Behavior and Institutions</b> , Research Seminar, Solothurn, CH
10/2012	<b>Research Seminar in Law, Economics and Psychology</b> , Zurich, CH Max Planck Institute for Research on Collective Goods
07/2012	<b>Applying Regression</b> Essex Summer School in Social Science Data Analysis and Collection
06/2012	<b>BodenSeeForum - Applied Science</b> , Lindau, DE
05/2012	<b>Non-Monetary Incentives and Economic Behavior</b> Seminar at CISEPS, University of Milano Bicocca, IT
Spring 2012	<b>Law and Economics</b> Workshop & Lecture Series of ETH Zurich, University of Zurich, University of St. Gallen, and University of Lucerne
2012	<b>Econometrics</b> Prof. Bo E. Honoré and Prof. Mark W. Watson (Princeton University) Swiss Program for Beginning Doctoral Students in Economics Study Center Gerzensee, a foundation of the Swiss National Bank
09/2011	<b>Proceedings in Political Economy</b> , Research Seminar, Zurich, CH
04/2011	<b>Seminar in Organizational Research and Organizational Economics</b> , Andechs, DE
Spring 2011	<b>World Bank Seminar</b> „Lighting up Africa: Energy Security in the African Great Lakes region” Final presentation given at the World Bank, Washington D.C., US
09/2010	<b>Developing International Regimes for Global Warming</b> GLOBE Seminar, organized by The Fletcher School (USA) and University of St. Gallen (Switzerland). Talloires, FR

08/2010

**Management Academy of the German National Merit Foundation**  
(Studienstiftung des deutschen Volkes): The future of EU foreign policy

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**Consulting on awards and incentives**

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2014-present      **Zumtobel Group AG**, Dornbirn, AT. Design, implementation and evaluation of a company-wide, global award system. Aim: fostering voluntary extra-role behaviors.

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**Career and voluntary work**

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Refereeing      *Kyklos* (since 07/2012), *Behavioral Science & Policy* (since 09/2015)

09/2011-06/2015      **Research Assistant to Prof. Dr. Dr. h.c. mult. Bruno S. Frey**  
Chair for Theory of Economic Policy and Non-Market Economics  
Department of Economics, University of Zurich

09/2013-present      **Advisor to Wikimedia CH - Verein zur Förderung Freien Wissens**  
Micro Grant Committee

02/2012-04/2013      **Several academic stays at Warwick Business School, University of Warwick, UK**  
Research group on behavioural science under the direction of Bruno S. Frey, Distinguished Professor of Behavioural Science at Warwick Business School

10/2010-06/2011      **AIESEC**  
Association Internationale des Étudiants en Sciences Économiques et Sociales  
External Relations, Sales

06-09/2010      **Internship at German Foreign Office, Berlin, DE**  
Department for Latin America and the Caribbean

03-05/2010      **Internship at US Embassy, Paris, FR**  
Division of Public Affairs, Diplomacy

10/2008-02/2009      **Internship at Santa Barbara International Film Festivals, US**  
Event Management, Marketing

07/2007      **Internship at Deutsche Bank, Global Markets**  
Institutional Client Group, Frankfurt/Main, DE

10/2006-05/2008      **World Model United Nations in Geneva (CH) and Puebla (MX)**  
Annual UN conference simulations organized by Harvard University

09/2005-08/2006      **Social project in Nicaragua**  
Mobilization of financial aid, assistance at a water supply project, report on the conditions of workers in a free trade area

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**Other information**

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Languages      German: native  
French: bilingual (BA and MA studies in French)  
English: bilingual (TOEFL: 116/120; IELTS: 8.5/9)  
Spanish: functional oral / written (weekly lessons; intensive course Spain '07)  
Polish: beginner (intensive course Cracow '09)

Sports      Marathons: 3h37 (San Francisco '11, Frankfurt '13, Zurich '12, '13, '14, '15)