

# Raisa Sherif

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## Academic appointment

Senior Research Fellow (Post-Doc), since 2021  
Max Planck Institute for Tax Law and Public Finance, Munich

## Education

Ph.D. Economics, 2021  
Ludwig-Maximilians-Universität Munich  
  
Integrated Masters in Economics, 2009-2014  
Indian Institute of Technology Madras (IIT Madras)

## Job Market Paper

[Are pro-environment behaviours substitutes or complements? Evidence from the field](#), 2023  
*Paper available at SSRN 3799970 (under review)*

## Publications

[Sanctioning, selection, and pivotality in voting: theory and experimental results](#), with Kai A Konrad,  
*Constitutional Political Economy*, 2019, 30(3), 330-357

## Works in progress

- 1 Efficiency versus Visibility Trade-off in Pro-environment Behaviours, with Sven Simon  
*Draft in progress*
- 2 Sorting it out: Reshaping Waste Management in Urban India, with Ahana Basistha, Nishith Prakash  
*Draft in progress*
- 3 Inter-generational Spillover of Environmental Education, with Shubhro Bhattacharya, Sara Constantino, Nirajana Mishra, Nishith Prakash, Dighbijoy Samaddar
- 4 Empowering Entrepreneurs: Experimental Evidence from a Personal Initiative Intervention in India, with Sofia Amaral, Isis Gaddis, Alreena Pinto, Jayati Sethi
- 5 Wins and losses in collective actions, with Biljana Meiske, *Pre-registered trial available at American Economic Association Social Science Registry 7474*
- 6 Information campaigns, environment norms, and behaviour: Evidence from the field, *Pre-registered trial available at American Economic Association Social Science Registry 7439*

## Teaching experience

Behavioural Environmental Economics, Bachelor, Winter Semester 2023-24  
Ludwig-Maximilians-Universität Munich

International Public Economics, TA (Graduate class), Winter Semester 2017, Rating: 4.8/5  
Ludwig-Maximilians-Universität Munich

## Grants and awards

2023 JPAL Learning for All Initiative (USD 98,000, Co-PI)

2023 World Bank (USD 350,000)

2023 World Bank (USD 85,000, Co-PI)

2023 Max Planck Society (EUR 20,000, PI)

2022 Max Planck Society (EUR 30,000, PI)

Invitee to the 7th Lindau Nobel Laureate Meeting in Economic Sciences, 2022

Institute Award for the best academic record in Masters in Economics, IIT Madras, 2014

Working Internships in Science and Engineering scholarship by the German Academic Exchange Service (DAAD), 2013

## Conferences and workshops

2023 European Economic Association Annual Meeting, International Meeting on Experimental and Behavioural Social Sciences (IMEBESS), Econ Seminar Talk at Northeastern, Symposium on Economic Experiments in Developing Countries

2022 Experimental Sciences Association World Meeting, Boston, Lindau Nobel Laureate Meeting in Economics, 17th Annual Conference on Economic Growth and Development, Delhi

2021 German Economic Association, Virtual Annual Meeting, Experimental Sciences Association Global Online Meetings, Center for Rationality and Competition Summer School 2021: Science-Based Policy Advice, 9th Mannheim Conference on Energy and the Environment

2020 Micro Workshop, Ludwig-Maximilians-Universität, Munich, Behavioral Research in Economics Workshop, India

2018 ESA World Meeting, Berlin, IIPF Annual Congress, Tampere, Public Economic Theory Conference, Hanoi, International Meeting on Experimental and Behavioral Social Sciences (IMEBESS), Florence, European Public Choice Society conference, Rome, Micro Workshop, Ludwig-Maximilians-Universität, Munich

2017 Workshop - Public Finance and Political Economy V, Berlin, Development Economics Workshop, Ludwig-Maximilians-Universität, Munich, Summer School in Experimental Economics, Tinbergen Institute, Amsterdam

## Software

STATA, R,  $\LaTeX$ , zTree, OTree, Qualtrics

## Services

Co-founder at [Lindau Mentor Hub](#), a digital platform that connects mentors and mentees in science and academia. Developed in collaboration with the Lindau Nobel Laureate Meetings

Research Consultant, Green Kerala Mission, Govt of Kerala, India (2018-2020)

Equal Opportunities Officer, MPI for Tax Law and Public Finance (since Oct 2020)

Co-host of [Max Planck Economics Podcast](#), conversations with economists and political scientists

Analyst, Investment Banking, Barclays Bank PLC (2014-15)

Contributor, *Malayala Manorama* (daily newspaper in Malayalam language), *Financial Express*

## Abstracts

### **Are pro-environment behaviours substitutes or complements? Evidence from the field**

This paper uses a field experiment in India to study how interventions designed to increase one pro-environment activity, namely, recycling single-use plastic carry bags, spill over to other pro-environment activities. I show using lab and field experiments combined with survey data that (i) providing information on the need to recycle does not change recycling behaviour, whereas (ii) providing incentives along with the information leads to higher recycling. There is a positive spillover in the incentive treatment to other pro-environment activities. The positive spillover is observed among those in the treatment who responds to the incentives and change recycling behaviour as well as those who do not, indicating the presence of positive spillovers even if the target behaviour is unaffected. This evidence indicates complementarities among pro-environment behaviours and suggests that interventions may have unaccounted positive effects on non-target environment behaviours.

### **Efficiency versus Visibility Trade-off in Pro-environment Behaviours, with Sven Simon**

This paper explores the behavioural trade-off between efficiency and visibility of Pro-Environmental Behaviors. Individuals who care about the environment *should* prioritize the most 'efficient' actions in terms of environmental impact relative to cost. However, we often observe individuals frequently engage in PEBs that are not the most efficient. We examine if this is because they trade off an efficient behaviour for a visible one. Using a large-scale online experiment in Germany, where we gave subjects full information on the efficiency of different PEBs, we find that individuals forgo efficient PEBs in favour of those that are publicly visible. This tradeoff is driven by two motives: first is a desire to be perceived by others as 'green' due to social and self-image concerns. Second, we find that there is an influence motive, i.e., to set an example for others, potentially altering the observers' behavior.

### **Empowering Entrepreneurs: Experimental Evidence from a Personal Initiative Intervention in India with Sofia Amaral, Isis Gaddis, Alreena Pinto, Jayati Sethi**

This project examines the efficacy of Personal Initiative (PI) training, a soft-skills development program, among 2,000 entrepreneurs in Tamil Nadu, India, with a specific emphasis on women entrepreneurs operating within restrictive social norms and low female labor participation. The PI training is tailored to fit the social and cultural context of entrepreneurship in Tamil Nadu, and aims to enhance entrepreneurial behaviors such as confidence, growth mindset, and self-efficacy, which are crucial for strategic decision-making and firm profitability.

### **Sorting it out: Reshaping Waste Management in Urban India, with Ahana Basistha, Nishith Prakash**

Poor urban waste management has severe negative effects on health and economic outcomes. We conduct a randomized control trial among households in the Patna Municipal Corporation in Bihar, India to measure the effect of religious and civic messaging on waste segregation behaviour. Our findings indicate that interventions increased the experimentally elicited willingness to pay for waste segregation by 6-8 percentage points. However, they did not significantly alter the day-to-day waste segregation habits of the respondents.

### **Inter-generational Spillover of Environmental Education, with Shubhro Bhattacharya, Sara Constantino, Nirajana Mishra, Nishith Prakash, Dighbijoy Samaddar**

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### **Wins and losses in collective actions, with Biljana Meiske**

Global warming, deforestation, destruction of wildlife, etc., all represent problems which require coordination on a global level to be successfully resolved. At the same time, they also have their representation on a smaller scale (e.g. on a local level). We study, using a field experiment in India, whether the experience of participation in a small-scale collective action affects the willingness to contribute in a related but larger collective action. Particularly, we are interested in the motivational and demotivational effects of having achieved a 'small win' or having failed to do so, on scaling up the collective effort, and the relative magnitude of these effects. Furthermore, we investigate whether success (failure) in the smaller scale collective action has heterogeneous effects on participants with different initial propensity to contribute.

### **Information campaigns, environment norms, and behaviour: Evidence from the field**

Information campaigns that aim to encourage pro-environment activities are a widely popular policy

instrument. In addition to closing the information gap related to target behaviours, such interventions can potentially change the beliefs that individuals hold about the appropriateness of these behaviours. This is particularly likely in the context of environmental behaviours because of the normative nature of interventions, where a 'correct' behaviour is often encouraged. We look at whether individuals respond to information campaigns in the environmental domain because of their informational value or because they expect the campaign to change the social norm around these behaviours, and want to adhere to these new norms. We aim to separately identify these two channels through a field experiment.

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