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CURRENT POSITION

TEXAS A&M SCHOOL OF LAW
Associate Professor, 2024 – present

ACADEMIC EXPERIENCE

2022 – 2024	COLUMBIA LAW SCHOOL <i>Academic Fellow</i>
2018 – 2024	MAASTRICHT UNIVERSITY, FACULTY OF LAW (NETHERLANDS) <i>Assistant Professor</i>
2019 – 2022	MAASTRICHT UNIVERSITY, FACULTY OF LAW (NETHERLANDS) <i>Marie Skłodowska-Curie Fellow</i>
2016 – 2017	NEW YORK UNIVERSITY SCHOOL OF LAW <i>Post-doctoral Global Fellow</i>
2012 – 2016	MAX PLANCK INSTITUTE FOR RESEARCH ON COLLECTIVE GOODS (GERMANY) <i>Research Fellow</i>
2014	UNIVERSITY OF CALIFORNIA BERKELEY SCHOOL OF LAW <i>Visiting Scholar</i>

EDUCATION

NEW YORK UNIVERSITY SCHOOL OF LAW, LLM, 2018

UNIVERSITY OF BONN (GERMANY), Dr. iur (Ph.D. in Law), *summa cum laude*, 2016

LUDWIG MAXIMILIAN UNIVERSITY (GERMANY), LLM, 2010

ADAM MICKIEWICZ UNIVERSITY (POLAND), Magister (Master in Law), 2008

RESEARCH AND TEACHING INTERESTS

Primary: Contracts, Consumer Protection, Information Privacy, Law and Economics, Empirical Methods in Law

Secondary: Business Associations, Intellectual Property, International Business Transactions, Comparative Law, European Union Law

WORKS IN PROGRESS

Public Perception of Digital Influence Strategies: Implications for Consumer Protection Law (working paper)

Companies are deploying increasingly sophisticated techniques to influence consumer choices in the digital environment. As yet, however, it is unclear whether and how consumer law should respond to such practices. This paper explores a valuable benchmark to inform an answer to this question: public norms and perceptions regarding digital influence strategies. Understanding such perceptions is a crucial factor in assessing the legitimacy of consumer protection law and potential areas for reform. Based on an experimental vignette study, I examine the acceptability of several strategies, as well as factors that underlie these judgments. I demonstrate that practices targeting decisions related to personal information are perceived as less acceptable than those unlikely to lead to negative outcomes for consumers. Additionally, I show that some tactics specifically invite condemnation relative to a neutral choice design, regardless of the consequences resulting from the targeted decision. My findings suggest that there may well be a reason to expand the scope of unfair trade practices laws to include the scrutiny of digital influence tactics targeting consumer decisions related to personal information. If strategies pose a significant threat to consumer autonomy, the requirement to demonstrate tangible harm for classifying a practice as unfair should be eliminated. Furthermore, I suggest that the notion of unfairness should indeed encompass the potential threat to freedom of decision-making, with its assessment closely linked to consumers' perspectives.

Does it matter what people lie about? (working paper) (with Peter Krebs and Stefanie Jung)

We studied how people's moral judgment of lying in pre-contractual negotiations compares to their views on legal consequences, specifically the right to cancel the contract. Our research involved 832 German students and 885 participants from Germany, Italy, and the US. Findings show that respondents are more likely to consider lies immoral than to support contract cancellation, but this varies depending on the lie's subject. Lies about the contract's subject or reservation price blur the distinction between legal and moral assessments. On the other hand, lies about product availability or alternative offers are viewed as immoral, but not necessarily warranting contract cancellation. Our results contribute to the psychological literature on people's normative beliefs and the legal debate about normative underpinnings of contract law.

The Unintended Consequences of Labeling Complimentary Offers as Free (working paper) (with Vicki G. Morwitz and Caroline Goukens)

Prior literature has traditionally emphasized the attractiveness of zero-price offers. This research, however, demonstrates that explicitly labeling complimentary offers as "free" increases their likelihood of being rejected. Across a series of incentivized experiments involving 3,960 participants, we observed that individuals are more inclined to reject beneficial offers when described as "free" compared to when their complimentary nature is not highlighted, even to the detriment to their own earnings. To mitigate this effect, we introduced a series of interventions. Our findings indicate that using a university logo to establish reliability and non-profit intention of the offer mitigated the negative effect of "free." Conversely, fostering familiarity with participants through repeated interactions, assuring participants that the offer comes with "no strings attached" or encouraging careful consideration of the offer did not alleviate the negative effect.

PEER-REVIEWED PUBLICATIONS

"Can I have it non-personalised?" An Empirical Investigation of Consumer Willingness to Share Data for Personalized Services and Ads, JOURNAL OF CONSUMER POLICY (2024) (Daria Baltag)

Let them choose! Economically equivalent terms lead to different behavior by revealing the offeror's intentions, AMERICAN LAW AND ECONOMICS REVIEW (Conditionally accepted) (with Sebastian J. Goerg and Eric Cromwell)

Equal Performance, Different Grade: Women's Performance in Discussion Perceived Worse Than Men's, 48 PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN 222 (2022) (with Angela R. Dorrough, Sandra Werner, Lovis Schaeffer, Anna-Sophie Galley, Enis Akin, Jacqueline Bachmann, Marius Bruske, Ulla Burghardt, and Franziska Simandi)

Mandatory quotas for women on boards of directors in the European Union: harmful to or good for company performance?, 19 EUROPEAN BUSINESS ORGANIZATION LAW REVIEW 35 (2018)

Experimentelle Ökonomik im Recht (Experimental economics in law), 8 RW RECHTSWISSENSCHAFT 314 (2017) (with Konstantin Chatziathanasiou)

Revealing side effects of quota rules on group cooperation, 57 JOURNAL OF ECONOMIC PSYCHOLOGY 136 (2016) (with Angela R. Dorrough, Manuela Barreto, and Andreas Glöckner)

OTHER PUBLICATIONS

Empirical Methods in Contract Law, RESEARCH METHODS FOR CONTRACT LAW AND SCHOLARSHIP (Yulia Chernykh & Joshua Karton eds., forthcoming)

Consumer Protection Laws Need an Update To Combat Behavioral Manipulation and Safeguard Privacy in the Digital Era, PROMARKET (2024)

Should Data Drive Private Law?, TECHNOLOGY AND REGULATION 81 (2022) (with Christoph Busch, Catalina Goanta, Katarzyna Kryla-Cudna, and Vanessa Mak)

Assessing the methodological quality of empirical research on social media influencers, THE REGULATION OF SOCIAL MEDIA INFLUENCERS (Catalina Goanta & Sofia Ranchordás eds., 2020) (with Gijs van Dijck)

SELECTED FELLOWSHIPS AND GRANTS

2019 – 2022	Marie Skłodowska-Curie Individual Fellowship from the European Commission
2019 – 2021	Maastricht University Faculty of Law Science Committee grants
2020, 2021	University Fund Limburg grant for organizing Summer Institutes in Computational Social Science
2020, 2021	Russel Sage Foundation and Alfred P. Sloan foundation grant for organizing Summer Institutes in Computational Social Science
2019	Interdisciplinary seeding grant from the Maastricht University School of Business and Economics
2016 – 2017	Post-doctoral Fellowship of the Hauser Global Law School Program at the New York University School of Law

SELECTED INVITED TALKS

2023	Empirical Legal Studies Workshop, Vrije Universiteit Amsterdam
2023	Law and Economics Workshop, Notre Dame Law School
2021	International Junior Scholars Forum in Law and Social Science, Center for Law & Economics at ETH Zurich and the University of Chicago Law School Coase-Sandor Institute
2020	Private Law Seminar Series, Instituto de Empresa University in Madrid

2020	Law and Economics Workshop, Erasmus University Rotterdam
2020	Maastricht University Data Science Research Seminar
2019	Behavioral Approaches to Contract and Tort Seminar, Erasmus University Rotterdam
2019	The 5th International Conference on Empirical Studies of Judicial Systems, Academia Sinica
2019	International Conference on Empirical Legal Studies, Law School of Sichuan University

SELECTED CONFERENCES AND WORKSHOPS

2024	PrivacyCon 2024 (talk), The 41st European Association of Law & Economics Conference (talk)
2023	17th Annual Conference on Empirical Legal Studies (talk), Experimental Methods in Legal Scholarship – Research Workshop of the Israel Science Foundation (talk), Lillehammer Workshop on Research Methods in Contract Law (talk), Empirical Legal Studies in EU Law at the London School of Economics (talk)
2022	32nd American Law and Economics Association Annual Meeting (talk), 16th Annual Conference on Empirical Legal Studies (discussant), 15th Annual Conference on Empirical Legal Studies (talk, discussant), European Insurance Contract Law in the Age of Digitalization Workshop (talk)
2021	The 38th European Association of Law & Economics Conference (talk), Natural Legal Language Processing Workshop (discussant), Penn-NYU Empirical Contracts Workshop (talk)
2020	Maastricht European Private Law Institute, Maastricht University (talk), “Should data shape private law?” Workshop (discussant), Summer Institutes in Computational Social Science – SICSS-Maastricht (talk), Summer Institutes in Computational Social Science Festival (moderator)
2019	The 36th European Association of Law & Economics Conference (talk), Human Decision and Policy Design research retreat (talk), Summer Institute in Computational Social Science, Princeton University (talk), Empirical and Socio-Legal Methods Workshop, Oxford Law Faculty (talk), Maastricht European Private Law Institute, Maastricht University (talk)
2018	Empirical Contracts Workshop at the NYU School of Law (talk), Beelab Proposal Meeting at the SBE Maastricht University (talk)
2017	Research seminars at the Max Planck Institute in Bonn, the University of Göttingen and the University in Hagen (talks), Michigan Law 2017 Young Scholars’ Conference (talk)
2016	Experimental Methods in Legal Scholarship Workshop, UCLA School of Law (discussant), Global/Emile Noël Fellows Lunchtime Talk series (talk), Global Fellows Forum, NYU School of Law (talk)
2014 – 2015	10th Annual Conference on Empirical Legal Studies (talk), First WINIR Symposium “The Nature and Governance of the corporation” (talk), 13th TIBER Symposium on Psychology and Economics (poster)

PRACTICE EXPERIENCE

2010 – 2011 Junior Lawyer, Witkowski and Partners Law Firm (Poland)

ADDITIONAL ACADEMIC ACTIVITIES

2020 – present Reviewer for The 38th European Association of Law & Economics Conference, Natural Legal Language Processing Workshop 2021, Erasmus Law Review, Research in Law and Economics

2020 – present Organization of workshops, summer schools and seminars: SICSS-Law, SICSS-Maastricht, “Should data shape private law” Workshop, Empirical Contract Law Workshop at the Ius Commune Conference, Graduate School Methods Seminar Series

2020 – 2021 Editor of a special issue of the Technology and Regulation Journal

2019 Expert for the European Commission on the topic "IT/AI tools for monitoring online markets for consumer policy purposes"