

## Li, King King 李景景

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### RESEARCH INTERESTS

Experimental Economics, Behavioral Economics, Behavioral Finance

### EDITORIAL POSITIONS

Associate Editor, *Journal of Economic Behavior and Organization*, 2020 – Present

Editorial Board Member, *Journal of Behavioral and Experimental Economics*, 2020 – Present

Editorial Board Member, *Frontiers in Behavioral Economics*, 2022 – Present

### ACADEMIC POSITIONS

2018 – Present, Associate Professor, Shenzhen University WeBank Institute of Fintech,  
Shenzhen Audencia Business School, Shenzhen University

2014 – 2018 Assistant Professor, City University of Hong Kong

2014 – 2018 Director, CityUHK Experimental Economics Laboratory (CEEL)

2012 – 2014 Assistant Professor, Shanghai University of Finance and Economics

2009 – 2012 Postdoctoral Research Fellow, Max Planck Institute of Economics

### EDUCATION

Ph.D. Economics, Hong Kong University of Science and Technology

BBA. Business Economics, City University of Hong Kong

General Course, London School of Economics and Political Science

(Sponsored by Hong Kong Bank One Year Exchange Scholarship)

### PUBLICATIONS

King King Li (2022), “Memory Recall Bias of Overconfident and Underconfident Individuals after Feedback,” *Games*, 13(3), 41.

Kakkar, Vikas, & Li, King King (2022), “Cash or Card? Impression Management and Restaurant Tipping Behavior,” *Journal of Behavioral and Experimental Economics*, 101837.

King King Li and Kang Rong (2020), “The Gambling Effect of Final-Offer Arbitration in Bargaining,” *Economic Theory*, 69, 475–496.

Ying-yi Hong, King King Li, Bo Huang, and Tony Tam (2019), “Real-time PM2.5 air pollution and social preferences: a large-scale behavioural game study using mobile apps in mainland China,” *The Lancet Planetary Health*, 3: S15.

Li Li, King King Li, and Jian Li (2019), “Private but not social information validity modulates social conformity bias,” *Human Brain Mapping*, Vol. 40, Issue 8, 2271-2555.

King King Li and Kang Rong (2018), “Choices in the 11-20 Game: The Role of Risk Aversion,” *Games*, 9(3), 53.

King King Li (2017), “How Does Language Affect Decision-making in Social Interactions and Decision Biases?” *Journal of Economic Psychology*, Vol. 61, 15-28.

King King Li and Toru Suzuki (2016), “Jury Voting without Objective Probability,” *Social Choice and Welfare*, 46(2), 389-406.

Tanjim Hossain and King King Li (2014), “Crowding Out in the Labor Market: A Prosocial Setting is Necessary,” *Management Science*, 60(5), 1148-1160.

King King Li (2013), “Asymmetric Memory Recall of Positive and Negative Events in Social Interactions,” *Experimental Economics*, Vol. 16, Issue 3, 248-262.

King King Li (2011), “Preference towards Control in Risk Taking: Control, No Control, or Randomize?” *Journal of Risk and Uncertainty*, Vol. 43, No. 1, 39-63.

Soo Hong Chew, King King Li, Robin Chark, and Songfa Zhong (2008), “Source Preference and Ambiguity Aversion: Models and Evidence from Behavioral and Neuroimaging Experiments,” in Daniel Houser and Kevin McCabe (eds.), *Advances in Health Economics and Health Services Research*, Vol. 20, Neuroeconomics, 179-210.

## **WORKING PAPERS**

“Investor's Memory Recall Bias: Theory and Field Experiment” with Rong Kang (SHUFE). R&R.

“Social Preferences Before and After the COVID-19 Pandemic in China” with Ying-yi Hong (CUHK), Bo Huang (CUHK), Tony Tam (CUHK). R&R.

“Igniting Deliberation in High Stake Decisions: A Field Study” with Andreas Hefti (Zurich), Peiyao Shen (ShanghaiTech). *Submitted*.

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3797548](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3797548)

“Neutrality by Aggregation” with Tao Zhu (HKUST). *Submitted*.

“A Two-Step Guessing Game” with Rong Kang (SHUFE). R&R.

“To Go Electric or Burn Coal: A Field Experiment” with Hanming Fang (UPenn), Peiyao Shen (ShanghaiTech)

“Childbearing Age and Gender Discrimination in Hiring Decisions: A Large-Scale Field Experiment” with Shi Wei (ShanghaiTech), Li Lunzheng (SZU), Xu Zhibo (SZU). *Submitted*.

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4199754](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4199754)

“The Moral Investor: Sin Stock Aversion and Virtue Stock Affinity” with Chew Soo Hong (NUS). *Submitted*.

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3773971](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3773971)

“Aspiration, Ethnic Composition, and Competitive Inclination: An Experimental Study” with Peiyao Shen (ShanghaiTech).

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4127991](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4127991)

“Bayesian Persuasion and Reciprocity: Theory and Experiment” with Albert Au Pak Hung (HKUST)

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3191203](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3191203)

“Experimental Evidence of Source Preference: Familiarity and Home Bias” with Chew Soo Hong (NUS), Jacob Sagi (UNC)

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3870716](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3870716)

## **RESEARCH GRANTS**

PI, National Natural Science Foundation of China 中國自然科學基金面上項目 2019, To Go Electric or Burn Coal: A Field Experiment 用電還是燒煤取暖? 關於清潔取暖行為的實地實驗研究, RMB480,000

PI, 年輕人的借貸行為研究 Financial Decision-Making of Young People, RMB360,000 (Sponsored by WeBank 微眾銀行)

PI, HK Research Grants Council GRF Grant 2017, Helping People to Reduce Energy Consumption: An Experimental Study, Project No. 11502117, HK\$340,982

PI, HK Research Grants Council ECS Grant 2015, Can Risk Attitudes in the Lab Predict Actual Portfolio Choice?, Project No. 21501915, HK\$575,610

PI, CityU Strategic Research Grant 2016, An Experimental Investigation on Stock Price Volatility Control Mechanisms, Project No. 7004768, HK\$100,000

PI, CityU Startup Grant 2015, Measuring Ambiguity Aversion, Project No. 7200470, HK\$299,800

Co-PI, HK Research Grants Council GRF Grant 2014, Nominal Rigidity and Coordination: An Experimental Investigation, Project No. 16505014, HK\$614,111

CityUHK Teaching Start-Up Grant (to Support Discovery-Based Learning (teaching of Experimental Economics), HK\$100,000

## **SERVICE**

Faculty Recruitment Coordinator, Shenzhen University WeBank Institute of Fintech, Shenzhen University, 2018 – Present

2021 External PhD examiner: Nanyang Technological University, Singapore

## **REFEREE**

Journal of Finance, Management Science, Journal of Economic Theory, Games and Economic Behavior, Economic Journal, Experimental Economics, Journal of Economic Behavior and Organization, European Economic Review, Journal of the Economic Science Association,

Journal of Behavioral and Experimental Economics, Pacific Basin Finance Journal, Pacific Economic Review, Economics Letters, Journal of Behavioral Decision Making, Scandinavian Journal of Psychology, Research Grants Council Hong Kong, National Science Center, Poland.

### **INVITED SEMINARS**

2022: CUHK Business School

2021: WeBank, SHUFE, HKUST GZ

2020: Deakin University Webinar, ESA Discussion Group Experimental and Behavioral Economics Webinar

2019: SZU Psychology, Monash University, Melbourne University, Wuhan U, HIT SZ

2018: CUHK Business School, Hong Kong Monetary Authority, ShanghaiTech University, NYU Shanghai, East China Normal University, Fudan International School of Finance, Fudan University, Shenzhen University, 2017: HKBU, University of New South Wales, 2016: Monash University, University of Amsterdam, Erasmus University, University of Macau, 2015: Erasmus University, Nanyang Technological University, Academia Sinica, 2014: CityUHK, HKU, HKUST, Fudan University

### **ORGANIZATION OF CONFERENCE**

SZU Public Policy and Experimental Economics Workshop 2021

China Greater Bay Area Experimental Economics Workshop 2018, Hong Kong

### **CONFERENCES**

AEA 2022, Economic Science Association Special Meeting 2022, Economic Science Association Asia Pacific Meeting 2022, SZU Public Policy and Experimental Economics Workshop 2021, 2021 Monash Mini-Workshop of Motivated Belief, 2021 Beijing Normal University Conference of Experimental Economics (Invited Speaker), Econometric Society China Meeting 2021, DETA 2021, Chinese Economist Society Meeting 2021, Economic Science Association World Meeting 2021, Economic Science Association International Meeting 2020, SABE International Conference on Experimental and Behavioral Economics 2020, DETA-China 2020, 1<sup>st</sup> Guangdong-Hong Kong-Macao Area Research Forum on Business 2019, AMES 2019, 2019 Workshop on Resources and Economic Science Xiamen, ShanghaiTech Experimental Economics Workshop 2018, 9th Workshop on Theoretical and Experimental Macroeconomics, SABE-IARP 2018, China Greater Bay Area Experimental Economics Workshop 2018, Asia Pacific ESA 2018, China International Conference in Finance 2017, 2017 Behavioral Models of Politics Conference, Economic Science Association International Meeting 2017, Economic Science Association Asia Pacific Meeting 2017, 9th Biennial Conference of Hong Kong Economic Association, Economic Science Association North American Meeting 2016, Society for Experimental Finance 2016, Maastricht Behavioral and Experimental Economics Symposium 2016, Society for Experimental Finance 2015, Asian Meeting of the Econometric Society 2014, Economic Science Association International Meeting 2014, Asian Meeting of the Econometric Society 2013, China Meeting of the Econometric Society 2013

### **SERVICE TO COMMUNITY**

Introduction to Behavioral Economics (for Hong Kong Monetary Authority, Central Banking Course)

### **TEACHING**

Behavioral Finance

China's Economy and Market

Macroeconomics and International Finance (DBA)  
EF4485 Experimental Methods for Economics/Finance  
CB2041 Applications of Game Theory to Business  
CB2042 Introduction to Macroeconomics  
EF5010 Economics for Business  
FB5001 Managerial Economics  
Game Theory and Information Economics

### **TEACHING RELATED AWARD**

深圳大學 2022 屆百篇優秀本科畢業論文指導教師 “Advisor of Shenzhen University Outstanding Undergraduate Thesis 2022”

### **SUPERVISED UNDERGRADUATE EXPERIMENTAL ECONOMICS RESEARCH PAPERS**

Chan CH, Tang KR, Tang WK., Wong KK (2015), “Uncovering the Price of Sin: Do Individual Investors’ Decision Restrained by Social Norms? An Experimental Approach”

Nokelainen M, Nissling S, Mataix M (2015), “Color Cognitive Distortion in Retail Investment Decisions”

Tsui HY, and Ma KW (2015), “To What Extent Can Scent Enhance Memorization of Brand Information”

Sze WI, Wah SK, Wong CK, Tang HH, Lau CY, Wong FS (2015), “Gender Difference of Searching Behavior”

Cheung CY, Choi YS, Fu CL, Lau TP, Wu TF (2015), “Public Goods Provision via Emails” \*

Wong YC, Leung HW, Lee WK, Cheung SK, Kowk TL, Chiu CY (2015), “Under Partial Ambiguity, Are Women More Risk Averse Than Men?”

So MW, Chau WL, Chung YC (2015), “The Impact of Reference Dependent Preference and Asking on Donation Behavior: Evidence from a Fundraising Field Experiment”

Chan CY, Fu KH, Hung CH, Law CY, Leung CT, Tso TT (2016) “Trusting and Trustworthy Behavior between Christians and non-Christians”

Choudhury SR, Kim MK, Chang MY, YEH YT, HSU CJ, Jung YS (2016), “Does Exerting Effort Lead to Endowment Effect?” \*

*\*Winner of CityUHK Outstanding Academic Papers by Students (OAPS)*

Visit <http://www.cb.cityu.edu.hk/research/ceel/undergrad/> for the full papers.