

# Ye Li

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[ResearchGate](#)

## Positions

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Assistant Professor of Management and Marketing School of Business Administration, University of California, Riverside	2012 –
Visiting Scholar (on sabbatical) Booth School of Business, University of Chicago	Summer/Fall 2015
Postdoctoral Research Scholar Center for Decision Sciences, Graduate School of Business, Columbia University	2009 – 2012

## Education

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*University of Chicago Booth School of Business*  
M.B.A., Ph.D., Behavioral Science, 2009  
Foci: Judgment and Decision Making, Consumer Behavior  
Dissertation: *Responsibility towards others and its effect on motivation*

*California Institute of Technology*  
B.S., Cum Laude (highest honors), Business Economics & Management, 2004  
B.S., Cum Laude (highest honors), Electrical Engineering, 2004

## Research Interests

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Consumer decision making; cognitive and affective determinants of economic behavior; time preferences and intertemporal choice; consumer finance; prosocial behavior

## Journal Publications (*student* coauthors italicized; all DOI and press links are clickable)

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1. **Li, Ye**, Jie Gao, *Zeynep Enkavi*, Lisa Zaval, Elke U. Weber, and Eric J. Johnson (2015) “Sound credit scores and financial decisions despite cognitive aging.” *Proceedings of the National Academy of Sciences* [IF 9.809], 112(1), 65-69. DOI: [10.1073/pnas.1413570112](https://doi.org/10.1073/pnas.1413570112)
  - Selected press: [Consumer Affairs](#), [Kiplinger](#), [Munich Eye](#), [NASDAQ](#), [Press Enterprise](#), [Sarasota Herald Tribune](#), [Science 2.0](#), [Science Daily](#), [TIME](#), [U.S. News & World Report](#), [USA Today](#)
2. Lerner, Jennifer S., **Ye Li**, Piercarlo Valdesolo, Karim Kassam (2015). “Emotion and Decision Making.” *Annual Review of Psychology* [IF 16.833], 66, 799-823. DOI: [10.1146/annurev-psych-010213-115043](https://doi.org/10.1146/annurev-psych-010213-115043)

3. DeSteno, David, **Ye Li**, *Leah Dickens*, and Jennifer S. Lerner (2014). “Gratitude: A Tool for Reducing Economic Impatience.” *Psychological Science* [IF 4.431], 25(6), 1262-1267. DOI 10.1177/0956797614529979
  - Selected press: Bloomberg, Boston Globe, BPS, CBS, Fast Company, Forbes, Harvard Business Review, Huffington Post, Inc., MSN Money, New York Times, Redbook, Today
4. **Li, Ye**, *Martine Baldassi*, Eric J. Johnson, and Elke U. Weber (2013). “Compensating Cognitive Capabilities, Economic Decisions, and Aging.” *Psychology & Aging* [IF 2.913], 28(3), 595-613 [Lead Article]. DOI 10.1037/a0034172
  - Selected press: AARP, APS Observer, Chicago Tribune, Daily Mail, Freakonomics, Men’s Health, PBS, Psychology Today, U.S. News & World Report, Yahoo! Health
5. Lerner, Jennifer S., **Ye Li**, and Elke U. Weber (2013). “The Financial Cost of Sadness.” *Psychological Science* [IF: 4.431], 24(1), 72-79. DOI 10.1177/0956797612450302
  - Selected press: Boston Globe, Chicago Tribune, CNN, Consumerist, Daily Telegraph, Forbes, Fox News, Globe and Mail, Huffington Post, Inc., LifeHacker, Psychology Today, Redbook, Salon, U.S. News and World Report, Wall Street Journal, Women’s Health
6. **Li, Ye**, Eric J. Johnson, and *Lisa Zaval* (2011). “Local Warming: Daily Temperature Deviation Affects Beliefs and Concern about Climate Change.” *Psychological Science* [IF 4.431], 22(4), 454-459. DOI 10.1177/0956797611400913
  - Selected press: ABC Science, Daily India, Discovery News, Fast Company, Forbes, Grist, LiveScience, MSNBC, New York Times, NSDL, Planet Save, Psychology Today, Scientific American, Sydney Morning Herald, TIME, Wall Street Journal
7. **Li, Ye** and Nicholas Epley (2009). “When the best appears to be saved for last: Serial position effects on choice.” *Journal of Behavioral Decision Making* [IF 2.082], 22(4), 378-389. DOI 10.1002/bdm.638

### **Book Chapters**

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8. Zaval, Lisa, **Ye Li**, Eric J. Johnson, and Elke U. Weber (2015). “Complementary Contributions of Fluid and Crystallized Intelligence to Decision Making Across the Life Span.” In T.M. Hess, J. Strough, & C.E. Löckenhoff (Eds.), *Aging and Decision-Making: Empirical and Applied Perspectives* (p.149-168), Academic Press.

### **Other Publications**

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9. *Ghabour, Mira* and **Ye Li** (2015). “Body Perceptions and Naturalness.” *University of California Riverside Undergraduate Research Journal*, Volume IX, 47-53.
10. **Li, Ye** and Claus O. Wilke (2004). “Digital evolution in time-dependent landscapes.” *Artificial Life* [Impact Factor 1.930], 12(2), 123-134. DOI 10.1162/106454604773563559

### **Under Review or Revision** (*student coauthors italicized*)

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- **Ye Li**, Lisa Zaval, and Eric J. Johnson. “Affective forecasting for future consumption improves across the life span.” Under review, *Journal of Consumer Psychology*
- *Jie, Yun* and **Ye Li**. “Preferring Newer Options for Newness’s Sake.” Under review, *Journal of Consumer Research*
- *Shen, Hang* and **Ye Li**. “Accidentally Bayesian: Preference similarity effects on advice and taking.” Under review, *Journal of Marketing Research*

### **Working Papers** (*student coauthors italicized*)

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- **Li, Ye**, *Daniel Wall*, Eric J. Johnson, and Olivier Toubia. “[Cognitively optimized measurement of preferences](#).” Revising for *Management Science*.
- Zhang, Yan, **Ye Li**, and Ting Zhu (equal authorship; order determined randomly). “[How multiple anchors affect judgment: Evidence from the lab and eBay](#).”
- **Li, Ye** and *Margaret Lee*. “[Incentivizing Workers Using Prosocial Motivations](#).”
- **Li, Ye**, Cade Massey, and George Wu. “[Learning to detect change](#).”
- **Li, Ye**, Daniel M. Bartels, and George Wu. “[A pairwise-comparison model of intuitive probabilistic inference](#).”

### **Select Research in Progress**

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- “When do discount rates predict real-world intertemporal choice behaviors and why?” (with Daniel M. Bartels)
- “Fear and discounting: Fear of uncertainty promotes impatient behaviors now.”
- “YOLO or YODO? Mortality salience interacts with self-esteem to affect patience”
- “Sorry but... Pre-apologizing for imminent offenses is effective.” (with Jane L. Risen)
- “When does now end? Present bias as a function of magnitude.” (with Anna Coenan, Daniel M. Bartels)
- “A finite pool of worry: Current issues selectively divert attention from longer-term individual and societal concerns.” (with Elke U. Weber)
- “Which measure of risk attitude best predicts real world risk taking?” (with *Zeynep Enkavi*, Jie Gao, Elke Weber, and Eric Johnson)
- “Perspective-taking in strategic interactions.” (with Reid Hastie)
- “Effects of emotion on future time perception and patience” (with B. Kyu Kim)
- “Strategic displays of emotion: Forgiveness, anger, and disappointment.” (with Gabrielle S. Adams)

## Select Peer-Reviewed Conference Presentations (*students in italics*)

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*AoM* = Academy of Management, *ACR* = Association for Consumer Research, *BDRM* = Behavioral Decision Research in Management, *SJDM* = Society for Judgment and Decision Making, *SCP* = Society for Consumer Psychology

- Is advice taking Bayesian? Preference similarity effects on advice-taking
  - *BDRM*, Boston, June 2018
  - *ACR*, New Orleans, October 2015 (presented by *Hang Shen*)
  - *AoM*, Vancouver, August 2015
  - *Edwards Bayesian Conference*, Fullerton, March 2015 (presented by *Hang Shen*)
  - *SJDM*, Long Beach, November 2014 (presented by *Hang Shen*)
  - *ACR*, Chicago, October 2013 (poster presented by *Hang Shen*)
- Prosocial incentives
  - *ACR*, San Diego, October 2017
  - *AoM*, Orlando, August 2013
  - *BDRM*, Boulder, CO, June 2012
  - *Economic Science Association International Meeting*, Chicago, July 2011
- Affective Forecasting Improves Across the Life Span
  - *ACR*, San Diego, October 2017
  - *APA*, Boston, May 2017 (talk presented by Lisa Zaval)
  - *SJDM*, Boston, November 2016 (talk presented by Lisa Zaval)
- Mixing it up: Loss-gain intertemporal choices better predict real-world behaviors
  - *The Ideas Conference*, Atlanta, June 2017 (talk presented by David Hardisty)
- A Finite Pool of Worry
  - *SJDM*, Boston, November 2016 (poster presented by *Brian Huh*)
  - *ACR*, Berlin, October 2016 (poster presented by *Brian Huh*)
- Cognitively Optimized Measurement of Preferences (COMP)
  - *SJDM*, Boston, November 2016 (talk presented by *Daniel Wall*)
  - *ACR*, Berlin, October 2016
  - *BDRM*, Toronto, June 2016 (talk presented by *Daniel Wall*)
  - *SJDM*, Chicago, November 2015 (poster presented by *Daniel Wall*)
- Argumentum ad Novitatem: Mere Newness as a Choice Heuristic
  - *ACR*, Berlin, October 2016 (talk presented by *Yun Jie*)
  - *BDRM*, Toronto, June 2016 (talk presented by *Yun Jie*)
  - *Yale Whitebox Advisors Graduate Student Conference*, New Haven, May 2016 (talk presented by *Yun Jie*)

- *CogSci (Annual Meeting of the Cognitive Science Society)*, Pasadena, July 2015 (poster presented by *Yun Jie*)
- *JDM Preconference at the Society for Personality and Social Psychology*, Long Beach, February 2015 (poster presented by *Yun Jie*)
- Sound financial decisions and cognitive aging
  - *Association for Psychological Science: Preconference on Advancing Behavioral and Social Research*, Chicago, May 2016 (invited panel)
  - *Choice Symposium*, Lake Louise, May 2016 (invited symposium)
  - *SPUDM*, Budapest, August 2015
  - *Behavioral Science & Policy Conference*, NYC, June 2015
  - *CFPB Research on Consumer Finance Conference*, Washington, DC, May 2015
  - *SJDM*, Long Beach, November 2014
  - *ACR*, Baltimore, October 2014
  - *Boulder Conference on Consumer Financial Decision Making*, May 2014 (poster)
- Sadder but not wiser: The financial costs of sadness
  - *Summer SCP*, Honolulu, July 2013
  - *SJDM*, Minneapolis, November 2012
  - *ACR*, Vancouver, October 2012
  - *SCP*, Las Vegas, February 2012
- Overcoming the annuity paradox
  - *BDRM*, Boulder, June 2012
- Cognitive aging and economic decision making
  - *ACR*, St. Louis, October 2011
  - *Boulder Conference on Consumer Financial Decision Making*, June 2011
- Under- and overreaction to change in an experimental asset market
  - *SJDM*, St. Louis, November 2010
  - *Economic Science Association Asia-Pacific Meeting*, Shanghai, August 2007
- A pairwise-contrast model of intuitive probabilistic inference
  - *SJDM*, Boston, November 2009
  - *Midwestern Psychological Association*, Chicago, May 2009
- Learning to detect change
  - *AoM*, Chicago, August 2009
- How multiple anchors affect judgment: Evidence from the lab and eBay
  - *ACR*, Pittsburgh, October 2009 (presented by Yan Zhang)
  - *SJDM*, Chicago, November 2008

- *Marketing Science*, Vancouver, June 2008
- Strategic perspective-taking: When wearing others' shoes lets you walk more steps
  - *BDRM*, San Diego, April 2008
- When the best is saved for last: Serial position effects on choice
  - *SJDM*, Houston, November 2006
  - *BDRM*, Santa Monica, June 2006 (poster)

### Recent Invited Talks

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- “Quality time: Getting the most out of time preferences,” Marketing Research Seminar, University of British Columbia Sauder School of Business, *November 2017*
- “Argumentum ad Novitatem: Preference for merely newer options,” San Diego Marketing Camp, April 2016
- “Cognitive, affective, and situational determinants of intertemporal choice,” Uncertainty Laboratory Research Group, University of California, Los Angeles, April 2015
- “Golden or Graying? Economic decisions and cognitive aging,” Cognitive Brown Bag, University of California, Riverside, January 2015
- “Cognitive aging and decision making,” Planning Meeting on Economic Decision Making in Aging Population, Committee on Population, Washington, DC, August 2014.
- “Is older wiser? Financial decisions across the lifespan,” Citizens University Committee, Riverside, March 2014
- “Is older wiser? Does age bring wisdom or senility?” Osher LIFE Lecture Series, Riverside, February 2014
- “What makes you so impatient and how to stop it,” UCR Gift Planning Advisory Board, Riverside and Palm Desert, two talks on October 24<sup>th</sup> and 25<sup>th</sup>, 2013
- “Cognitive and emotional determinants of temporal discounting,” UC/USC Marketing Colloquium, University of California, Irvine, April 2013

### Grants

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- Scientific Research Network on Decision Neuroscience and Aging  
 Network grant to support dissemination and training activities related to the emerging multidisciplinary science of decision making and aging.  
*National Institute on Aging* (R24-AG054355) \$1.46 million  
**Co-Director/Co-Investigator** (PI: Greg Samanez-Larkin) 2016-2021
- How can people become lastingly more humble? Development of a long-term humility-boosting program.  
*John Templeton Foundation* (58430) \$414,979  
**Collaborator** (PI: Sonja Lyubomirsky) 2015-2018

- Evaluate the effectiveness of learning by playing in the undergraduate business curriculum.  
*Faculty Instructional Innovation Grant*, University of California, Riverside \$4,800  
**Co-PI** (PI: Rami Zwick) 2016
- Whether and when patience levels determine real-world intertemporal choices  
*Regents Faculty Fellowship*, University of California, Riverside \$4,000  
**Principle Investigator** 2014-2016
- Cognitive capabilities, decision-making ability, and financial outcomes across the lifespan  
*National Endowment for Financial Education* (5236) \$164,997  
**Principle Investigator** 2012-2014
- Cognitive and emotional sources of wisdom in decision making across the lifespan  
*National Institute on Aging* (1R01AG044941) \$320,000  
**Co-Investigator** (PI: Eric Johnson; I wrote proposal but was a postdoc) 2012-2014

### **Selected Awards and Honors**

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- Golden Apple Award for Teaching Excellence 2017
- University of California Junior Faculty Excellence in Teaching Award nominee 2015
- UCR Highlander – R'Guide Favorite School of Business Administration Professor 2014
- University of California Riverside Distinguished Teaching Award nominee 2014
- Katherine Dusak Miller PhD Fellowship 2008-2009
- Hillel Einhorn Memorial Fellowship 2007-2009
- University of Chicago Graduate School of Business Fellowship 2004-2008
- Caltech Carnation Merit Scholarship (full) 2003-2004
- National Merit Scholar 2001
- Valedictorian, Adlai E. Stevenson High School Class of 2001

### **Professional Affiliations and Service**

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- Affiliations:
  - ACR (Association for Consumer Research)
  - AOM (Academy of Management)
  - SJDM (Society for Judgment and Decision Making)
  - Prior: SCP (Society for Consumer Psychology), BSPA (Behavioral Science & Policy Association), ESA (Economic Science Association)
- Ad-hoc reviewer

Journals: *Climatic Change, Climatic Change Letters, Ecopsychology, Emotion, Experimental Economics, Food Policy, Journal of Behavioral Decision Making, Journal of Consumer Research, Journal of Experimental Social Psychology, Journal of Risk and Uncertainty, Journal of Risk Research, Judgment and Decision Making, Management Science, Motivational Science, Organizational Behavior and Human Decision Processes, PLoS ONE, Political Psychology, Psychological Science, Psychology and Aging, Research on Aging, Strategic Management Journal, Theory and Decision*

Conferences: ACR (working papers), AOM (competitive papers), SCP (working papers), SJDM (papers, poster judge)

Grant Proposals: NSF DRMS (Decision, Risk, and Management Science)

- Service, University of California, Riverside
  - University Committee on Academic Integrity, 2017-2010
  - Marketing PSOE/LSOE recruiting committee, 2017-2018
  - School of Business Graduate Programs committee, 2016-2018
  - Management PSOE/LSOE recruiting committee, 2016-2017
  - *Experimental Business Research* cluster recruiting committee, 2015-2017
  - *Integrated Approach to Improve Aging* cluster recruiting committee, 2015-2016
  - Marketing/Management PhD admissions committee, 2014-2016
  - University Committee on Scholarship & Honors, 2013-2016
  - School of Business Administration Scholarship committee, 2013-2014
  - Management recruiting committee, 2012-2015
  - Marketing recruiting committee, 2012-2015
  - Undergraduate Business Program committee, 2012-2014
- Doctoral Student Advising (placement)
  - Henry (Hang) Shen (IÉSEG School of Management - Paris) – Dissertation chair
  - Joseph (Yun) Jie (SolBridge International School of Business) – Dissertation chair
  - Yasar Numan Aksanyar (expected 2017)
- Organizer, Columbia University, Center for Decision Sciences Speaker Series 2009-2012



## **Teaching Experience**

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**University of California, Riverside** (business school average rating is 4.0 out of 5)

- *Judgment and Decision Making* (BUS143)
  - Fall 2012 (ratings 4.3 and 4.4), Winter 2013 (4.6), Winter 2014 (4.7 and 4.8), Fall 2014 (4.7 and 4.8) (highest among all undergrad business classes), Winter 2016 (4.8 and 4.7), Spring 2017 (4.6 and 4.7; Golden Apple Award – Best Elective Class), Winter 2018, Spring 2018

## References (in alphabetical order)

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- Daniel M. Bartels**  
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- Eric J. Johnson**  
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