

Ye Li

Last Revised 1-12-2010

PERSONAL

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POSITIONS

Postdoctoral Research Scholar 2009 - Current
Center for Decision Sciences, Columbia Business School, Columbia University

EDUCATION

UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS
MBA, PhD. Managerial and Organizational Behavior, 2009
Focus: Behavioral Economics, Judgment and Decision Making

CALIFORNIA INSTITUTE OF TECHNOLOGY
BS, Cum Laude. Business, Economics and Management, 2004
BS, Cum Laude. Engineering and Applied Science, 2004

DISSERTATION

"Responsibility toward others and its effects on motivation"

Dissertation Chair: George Wu

Committee Members: Nicholas Epley, Reid Hastie, Roberto Weber (Carnegie Mellon University)

People can feel responsible for others in many domains. Parents feel responsible for their children, the rich can feel responsible for the poor, and as this paper will show, employees can be made to feel responsible for their coworkers. Intuition suggests that responsibility can create strong incentives for pro-social behavior. Someone responsible for another person's welfare can feel a strong incentive to avoid disappointing the other person. Uncertainty in beliefs about the other person's expectations for satisfactory outcomes requires maximizing effort on the other's behalf. I propose that these "social incentives" can be more motivating than traditional pay-for-performance incentives. In six experiments, I show some conditions under which social incentives can be stronger than pay-for-performance incentives. Social incentives are more motivating with more perceived responsibility and higher costs of disappointing the other person. However, I find no support for a disappointment aversion mechanism and suggest some alternatives.

PUBLICATIONS

- 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*, 22(4), 378-389.
- Li, Ye and Claus O. Wilke. (2004). Digital evolution in time-dependent landscapes. *Artificial Life*, 12(2), 123-134.

PAPERS UNDER REVIEW & WORKING PAPERS

- Li, Ye, Cade Massey and George Wu. "Learning to detect change." In preparation for *Organizational Behavior and Human Decision Processes*.
- Zhang, Yan, Ye Li and Ting Zhu. "How multiple anchors affect judgment: Evidence from the lab and eBay." In preparation for *Journal of Marketing Research*.
- Li, Ye and Reid Hastie. "Perspective-taking in games." In preparation for *Games and Economic Behavior*.
- Li, Ye, Daniel Bartels and George Wu. "A pairwise-comparison model of intuitive probabilistic inference." *Working paper*.

RESEARCH IN PROGRESS

- "Detecting change in markets" (with George Wu)
- "Information aggregation in organizations"

PEER-REVIEWED CONFERENCE PRESENTATIONS

- "A pairwise-contrast model of intuitive probabilistic inference." Talk presented at the *Society of Judgment and Decision Making Conference*, Boston, MA, November 2009
- "How multiple anchors affect judgment: Evidence from the lab and eBay." Talk presented by coauthor Yan Zhang at the *Association for Consumer Research Conference*, Pittsburgh, PA, October 2009.
- "Learning to detect change." Talk presented at the *Academy of Management Annual Meeting*, Chicago, IL, August 2009.
- "A pairwise-contrast model of intuitive probabilistic inference." Talk presented at the *Meeting of the Midwestern Psychological Association*, Chicago, IL, May 2009
- "How multiple anchors affect judgment: Evidence from the lab and eBay." Talk presented at the *Society of Judgment and Decision Making Conference*, Chicago, IL, November 2008
- "How multiple anchors affect judgment: Evidence from the lab and eBay." Talk presented at the *INFORMS Marketing Science Conference*, Vancouver, Canada, June 2008
- "Strategic perspective-taking: When wearing others' shoes lets you walk more steps." Talk presented at the *Behavioral Decision Research in Management Conference*, San Diego, CA, April 2008
- "Strategic perspective-taking: When wearing others' shoes makes you smarter." Poster presented at the *Society of Judgment and Decision Making Conference*, Long Beach, CA, November 2007

- "Detecting change in markets." Talk presented at *Asia-Pacific Meeting of the Economic Science Association*, Shanghai, China, August 2007
- "When the best is saved for last: Serial position effects on choice." Talk presented at the *Society of Judgment and Decision Making Conference*, Houston, TX, November 2006
- "When the best is saved for last: Serial position effects on choice." Poster presented at the *Behavioral Decision Research in Management Conference*, Santa Monica, CA, June 2006

GRANTS, AWARDS AND HONORS

- Katherine Dusak Miller PhD Fellowship 2008-09
- Hillel Einhorn Memorial Fellowship 2007-2009
- Dean's Commendation for Teaching Excellence 2007
- University of Chicago Summer Research Grant 2005
- University of Chicago Graduate School of Business Fellowship 2004-2008
- Caltech Carnation Merit Scholarship 2003-2004
- Arnold O. Beckman Scholarship 2002
- Robert C. Byrd Honors Scholarship 2001-2004
- SBC Scholarship 2001-2004
- National Merit Scholarship 2001-2002
- National Alliance for Excellence Scholarship 2001-2002
- Valedictorian, Class of 2001, Adlai E. Stevenson High School

PROFESSIONAL AFFILIATIONS AND SERVICE

- Academy of Management
- Economic Science Association
- Midwestern Psychological Association
- Society for Judgment and Decision Making
- Ad hoc reviewer: *Experimental Economics*, *Strategic Management Journal*, *Theory and Decision*

TEACHING EXPERIENCE

Teaching Assistant (University of Chicago)

- *Strategies and Processes of Negotiation* (Professor Uri Gneezy), Autumn 2004
- *Managerial Decision Making* (Professor George Wu), Winter 2006-2009
- *Advanced Marketing Strategy* (Professor Suresh Ramanathan), Fall 2006
- *Experimental Economics* (Professor John List), Spring 2007
- *Managerial Decision Making and Negotiation* (Professor George Wu), Summer 2007

Teaching Assistant (California Institute of Technology)

- *Introduction to Applied and Computational Mathematics* (Graduate Level), Winter 2004 (Professor Sterl Phinney), Spring 2004 (Professor Oscar Bruno)
- *Introduction to Economics* (Undergraduate Level), Autumn 2003 (Professor Charles Plott), Spring 2004 (Professor Simon Wilkie)

REFERENCES

George Wu (Dissertation Chair)

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