

# Ye Li

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## 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

## 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

- Zhang, Yan, Ye Li and Ting Zhu. "How multiple anchors affect judgment: Evidence from the lab and eBay." Under review at *Journal of Marketing Research*.
- Li, Ye, Eric J. Johnson and Lisa Zaval. "Local Warming: Daily Temperature Deviation Affects Beliefs and Concern about Climate Change?" Under review at *Proceedings of the National Academy of Sciences*.
- Li, Ye, Cade Massey and George Wu. "Learning to detect change." In preparation for *Organizational Behavior and Human Decision Processes*.
- 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*.
- Li, Ye. "Responsibility toward others and its effects on motivation." *Working paper*.

## RESEARCH IN PROGRESS

- "Wiser or worse off? Do Decisions Improve with Age?" (with Martine Baldassi, Jing Qian, Eric J. Johnson, and Elke U. Weber)
- "Why do consumers rate products and do the ratings matter?"

## PEER-REVIEWED CONFERENCE PRESENTATIONS

- "Responsibility toward others and its effects on motivation." Poster presented at the *Behavioral Decision Research in Management Conference*, Pittsburgh, June 2010
- "A pairwise-contrast model of intuitive probabilistic inference." Talk presented at the *Society of Judgment and Decision Making Conference*, Boston, 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, October 2009.
- "Learning to detect change." Talk presented at the *Academy of Management Annual Meeting*, Chicago, August 2009.
- "A pairwise-contrast model of intuitive probabilistic inference." Talk presented at the *Meeting of the Midwestern Psychological Association*, Chicago, 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, November 2008
- "How multiple anchors affect judgment: Evidence from the lab and eBay." Talk presented at the *INFORMS Marketing Science Conference*, Vancouver, 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, 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, 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, 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)  
Professor of Behavioral Science  
University of Chicago  
Booth School of Business  
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