

Ye Li

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Positions

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

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, Business Economics & Management, 2004
B.S., Cum Laude, Electrical Engineering, 2004

Research Interests

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)

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](#), [Munich Eye](#), [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](#), [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](#), [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

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

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 (*student coauthors italicized*)

- *Jie, Yun* and **Ye Li**. “[Argumentum ad Novitatem: Do Consumers Prefer Chronologically Newer Options?](#)” Under review at *Journal of Consumer Research*.

- Zaval, Lisa, **Ye Li**, and Eric J. Johnson. “[Affective forecasting for future consumption improves across the life span](#).” Under review at *Journal of Consumer Research*.
- **Li, Ye**, Cade Massey, and George Wu. “[Learning to detect change](#).” Under review at *Journal of Behavioral Decision Making*.

Working Papers (*student coauthors italicized*)

- **Li, Ye**, *Daniel Wall*, Eric J. Johnson, and Olivier Toubia. “[Cognitively optimized preference elicitation](#).” In prep for *Journal of Marketing Research*.
- *Shen, Hang* and **Ye Li**. “[Are Advice-Takers Bayesian? Preference similarity effects on advice-seeking and taking](#).” In prep for *Journal of Marketing Research*.
- Zhang, Yan, **Ye Li**, and Ting Zhu (equal authorship; order determined randomly). “[How multiple anchors affect judgment: Evidence from the lab and eBay](#).” In prep for *Journal of Consumer Psychology*.
- **Li, Ye** and *Margaret Lee*. “[Incentivizing Workers Using Prosocial Motivations](#).”
- **Li, Ye**, Daniel M. Bartels, and George Wu. “[A pairwise-comparison model of intuitive probabilistic inference](#).”
- Jie Gao, A. *Zeynep Enkavi*, **Ye Li**, Elke U. Weber, and Eric J. Johnson “[Domain-specific risk-taking across the lifespan: DOSPERT subscales predict age-related differences in real-world risk taking](#).”

Select Research in Progress

- “When do discount rates predict real-world intertemporal choice behaviors and why?” (with 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)
- “Sorry but... Pre-apologizing for imminent offenses actually works.” (with Jane L. Risen)
- “Behavioral determinants of consumer annuity choice.” (with Eric J. Johnson, Kirstin C. Appelt)

Select Peer-Reviewed Conference Presentations

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

- How Much is Too Much: Validity and Reliability of Time Preferences
 - *SJDM*, Chicago, November 2015 (poster presented by *Daniel Wall*)
- Mere newness
 - *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*)
- Is advice taking Bayesian? Preference similarity effects on advice-taking
 - *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*)
- Is older ever wiser? Fluid and crystallized intelligence improve financial decision making
 - *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)
- Prosocial incentives for work
 - *AoM*, Orlando, August 2013
 - *BDRM*, Boulder, CO, June 2012
 - *Economic Science Association International Meeting*, Chicago, July 2011
- 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, CO, June 2012
- Cognitive aging and economic decision making
 - *ACR*, St. Louis, October 2011
- Financial literacy and decision making over the lifespan
 - *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

- “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 24th and 25th, 2013
- “Cognitive and emotional determinants of temporal discounting,” UC/USC Marketing Colloquium, University of California, Irvine, April 2013

Grants

- Whether and when patience levels determine real-world intertemporal choices. *Regents Faculty Fellowship*, University of California, Riverside, \$4,000. 2014-2016
- Cognitive Capabilities, Decision-Making Ability, and Financial Outcomes Across the Lifespan. *National Endowment for Financial Education (5236)*, \$164,997. 2012-2014
- Cognitive and Emotional Sources of Wisdom in Decision Making Across the Lifespan. *National Institute on Aging (1R01AG044941)*, \$320,000. 2012-2014

Selected Awards and Honors

- 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 (Full) Merit Scholarship 2003-2004
- National Merit Scholar 2001
- Valedictorian, Adlai E. Stevenson High School Class of 2001

Professional Affiliations and Service

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

Journals: Climatic Change, Climatic Change Letters, Ecopsychology, Emotion, Experimental Economics, Journal of Consumer Research, Journal of Experimental Social Psychology, Journal of Risk Research, Judgment and Decision Making,

Organizational Behavior and Human Decision Processes, PLoS ONE, Political Psychology, Psychological Science, Research on Aging, Strategic Management Journal, Theory and Decision

Conferences: ACR, SCP, SJDM

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

- Service, University of California, Riverside
 - Management recruiting committee, 2012-
 - *Experimental Business Research* cluster recruiting committee, 2015-
 - *Integrated Approach to Improve Aging* cluster recruiting committee, 2015-
 - Marketing recruiting committee, 2012-2015
 - Undergraduate Business Curriculum Committee, 2012-2014
 - University Committee on Scholarship & Honors, 2013-2016
 - School of Business Administration Scholarship Committee, 2013-2014
- Doctoral Student Advising
 - Hang (Henry) Shen (expected 2016) – Dissertation chair
 - Yun (Joseph) Jie (expected 2017) – Dissertation co-chair
- Organizer, Columbia University, Center for Decision Sciences Speaker Series 2009-2012

Teaching Interests

Judgment and Decision Making, Consumer Behavior, Consumer Finance, Marketing Core Strategy

Teaching Experience

University of California, Riverside

- *Judgment and Decision Making* (BUS143)
 - Fall 2012: Overall rating 4.3 and 4.4/5 (business school average is 4.0)
 - Winter 2013: Overall rating 4.6/5
 - Winter 2014: Overall rating 4.7 and 4.8/5 (2nd highest in business school)
 - Fall 2014: Overall rating 4.7 and 4.8/5 (highest in business school)

University of Chicago, Booth School of Business (Teaching Assistant)

- *Advanced Marketing Strategy* (Suresh Ramanathan), 2006
- *Managerial Decision Making* (George Wu), 2006-2009
- *Managerial Decision Making & Negotiation* (Executive MBA; George Wu), 2007
- *Strategies and Processes of Negotiation* (Prof. Uri Gneezy), 2004

References (in alphabetical order)

- Daniel M. Bartels** University of Chicago 773-702-8325
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- Eric J. Johnson** Columbia University 646-896-9410
Norman Eig Professor of Graduate School of Business 212-854-7647 (fax)
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New York, NY 10027
- Jennifer S. Lerner** Harvard University 617-495-9962
Professor of Public Kennedy School of Government Jennifer_Lerner@harvard.edu
Policy and Management Mailbox 23, 79 JFK Street
Cambridge, MA 02138
- Elke U. Weber** Columbia University 646-896-9410
Jerome A. Chazen Graduate School of Business 212-316-9355 (fax)
Professor of 3022 Broadway Ave. euw2@columbia.edu
International Business New York, NY 10027
- George Wu** University of Chicago 773-834-0519
Professor of Behavioral Booth School of Business 773-834-9134 (fax)
Science 5807 S. Woodlawn Ave. wu@ChicagoBooth.edu
Chicago, IL 60637
- Rami Zwick** University of California, Riverside 951-827-7766
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