

# Chenyang Li

Assistant Professor  
Innovation Policy and Entrepreneurship Thrust (Department)  
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## Employment

**Hong Kong University of Science and Technology (Guangzhou)**, Guangzhou, Guangdong, China  
Assistant Professor, Innovation Policy and Entrepreneurship (IPE) Thrust (Department), Society Hub.  
July. 2023 - Now

## Education

**Cornell University**, Ithaca, NY  
PhD in Economics, Economics Department  
Aug. 2017 - May. 2023  
**University of Wisconsin Madison**, Madison, WI  
Economics & Mathematics, Bachelor of Science, Honor Degree, GPA: 3.98/4  
Aug. 2013 - May. 2017

## Research Interest

Industrial Organization, Platform, Digital Economics, Game Theory, Network Theory, Business Economics

## Working Papers

1. **A Behavioral Approach to Durability Choice, New-Product Introductions, and Planned Obsolescence**, with Michael Waldman and Haimeng Hester Zhang.  
Under 2nd-round revision at *RAND Journal of Economics*.
2. **Vertical Differentiation, Branding, and Product Confusion**, with Thomas Jungbauer, Sherif Nasser and Christian Schmid.

Being revised for resubmission to *Marketing Science*.

3. **(Title Hidden for Anonymous Review)**, with Xu Zhang, Hao Lin, and Zhixuan Deng.  
Conditionally accepted at the *2026 CHI Conference on Human Factors in Computing Systems (CHI 2026)*.
4. **The impacts of chief sustainability officers' structural power on corporate social responsibility performance**, with Jihoon Shin and Nhân Hưởng NGUYỄN.  
Under 1st-round revision at *Corporate Social Responsibility and Environmental Management*.
5. **(Title Hidden for Anonymous Review)** with Keqing Diao, Yaping Gong, Beijinni Li, Jiali Chen, Xiu-Qiong Fu and Xinxian Zhen.  
Under 1st-round revision at *Behaviour & Information Technology*.
6. **Durable Goods, Adverse Selection, and Innovation**, with Michael Waldman.  
Invited manuscript; under review at *Games*.
7. **Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls**, with Yangguang Huang and Si Zuo. Under review.  
Outstanding Paper Award, China Marketing International Conference, 2025  
Highly Innovative Paper Award, Chinese Marketing Association of Universities Annual Conference, 2025.
8. **Non-cooperative Bargaining and Collusion Formation Through Communication Networks**.  
Under review.
9. **Price Signaling and Reputation Building: Evidence from a Consulting Platform**, with Yangguang Huang and Si Zuo.  
Under review. Covered by [South China Morning Post](#).
10. **The Disruption of Attention Platforms in the Era of Generative AI**, with Xun Wu, Thomas Jungbauer and Fei Xiao.
11. **Who Benefits from Drone-Enhanced Food Delivery? An Analysis of Market Dynamics and Consumer Preferences**, with Xiaotong Sun and Chaoyu Wu.
12. **Platform Competition and Network-based Price Discrimination**, with Pengfei Zhang and Lester Chan.
13. **Measuring the Spillover Effects for Offline Business Based on Location and Consumer Groups**, with Tianli Xia and Xiaoxin Chen.
14. **Effect of AI Generated Personalized Thumbnails on Platforms**, with Xu Zhang and Jinghao Jia.

## Work in Progress

1. (Experiment Finished) **A New Method to Measure Economic Losses from Noise Exposure from Low-altitude Flying Vehicles**, with Xiaotong Sun and Chaoyu Wu.

2. (Experiment Finished) **Is Present-Bias Real? New Evidence from Payment by Timed Lockboxes**, With Xu Zhang and Chongye Huang.
3. **AI Adoption and Job Position Changes: Perspective from Firm Technology Networks**, with Xiaoxin Chen.
4. **Reducing Consumer Base could Improve Profit, the Interference Effect of Marginal Consumers**, with Moyan Li and Xiaotian Deng.
5. **An Experiment of Collusion through Personal-Connection Network**, with Xiaotian Deng.

## Projects and Grants

2025 年度市校（院）企联合资助项目 (广州市), Principal Investigator	2024
熟人网络中的集体合谋腐败研究: 基于博弈论的理论建模和实验。25 万元	
Low Altitude Systems and Economy Research Institute Seed fund, Co-PI	2024
HKUST(GZ) University level grant, 100,000 RMB.	

## Awards and Honors

Outstanding Paper Award, China Marketing International Conference,	2025
Highly Innovative Paper Award, Chinese Marketing Association of Universities Annual Conference,	2025
Invitation to Lindau Nobel Laureate Meeting (Germany)	2022
The Louis Walinsky Fund in Economics Outstanding Teaching Award , Cornell University	2021
Sage Fellowship, Cornell University	2017-2022
Dean's List, University of Wisconsin, Madison	2013 - 2015
Meek Bishop Scholarship in Economics Application, University of Wisconsin, Madison	Fall 2014

## Teaching

UFUG 1801 Principles of Economics	Fall 2025
Evaluation 4.8/5	
IPEN 5130 Economics of Technology Innovation and Entrepreneurship	Fall 2025, Fall 2024
Evaluation 4.85/5	
IPEN 5140 Quantitative Analysis and Empirical Methods	Fall 2024, Fall 2023, Spring 2023
Evaluation 4.78/5	

## Conference

2025: Invited talk: Hong Kong Baptist University. 粤港澳大湾区高质量协同创新与协调发展战略学术研讨会, China Marketing International Conference, 中国高等院校市场学研究会学术年会, ESA 2025 World Meeting, Annual Conference of the International Transportation Economics Association 2025.

2024: Invited talk: Peking University, Wuhan University, Xiamen University. American Economics Association Annual Meeting 2024. North America Econometrics Society Summer Meeting 2024. Asian Econometrics Society Summer Meeting 2024 (China-Zhejiang). 35th Stony Brook Conference of Game Theory. Asian Pacific Industrial Organization Conference 2023. 7th World Congress of Game Theory.

2023: ASSA; Econometrics Society Annual Meeting (Beijing, Singapore). Invited talk: Sun Yat-San University.

2022: 100 Years of Economic Development Conference (Cornell University); 33rd Stony Brook International Conference on Game Theory (New York); INFORMS annual meeting (Indianapolis)\*; Econometric Society Summer Meeting (Miami); International Industrial Organization Conference (Boston)\*; Jinan University (Guangzhou, China)\*; Emerging Markets Research Day (Cornell)\*

\* paper presented by coauthors.

## Language

Chinese (Native), English (Proficient), Japanese (Intermediate)

## Skills

Stata, R, Lab Experiment, Matlab, Mathematica