

## **Lingfang (Ivy) Li**

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### **POSITIONS**

Associate Professor, Department of Industrial Economics, School of Management, Fudan University, February 2014 ~ Present

Associate Professor, School of Economics, Shanghai University of Finance and Economics, June 2009 ~ January 2014

Director, Center for Mechanism Design and Economics of Information, Institute for Advanced Research, Shanghai University of Finance and Economics, May 2010 ~ January 2014

Visiting Scholar, New York University, Stern School of Business, Department of Economics, January 10, 2009 ~ June 10, 2009

Assistant Professor, Department of Economics, College of Business, University of Louisville, August 2007 ~ May 2009

### **EDUCATION**

Ph.D., Economics, University of California, Irvine, June 2007

Dissertation: Essays on Information and Cooperation

Thesis Advisor: Donald G. Saari

M.A., Mathematical Behavioral Science, University of California, Irvine, June 2007

M.A., Economics, University of California, Irvine, June 2004

B.A., Business Administration, Zhongnan University of Economics and Law, China, June 2002

### **RESEARCH INTEREST**

Information Economics, behavioral Economics, Industrial Organization, Applied Game Theory

## PUBLICATION

1. Ninghua Du, Lingfang (Ivy) Li\*, Xianghua Lu, and Tian Lu. Pro-Social Compliance in P2P Lending: A Field Experiment, *Management Science*, forthcoming.
2. Luis Cabral and Lingfang (Ivy) Li\*. 2015. A dollar for your thoughts: Feedback-conditional rebates on eBay. *Management Science* 61(9).2052-2063.
3. Lingfang (Ivy) Li\* and Erte Xiao: Money Talks? An Experimental Study of Rebate in Reputation System Design, *Management Science*, 60 (8), 2054-2072, 2014.
4. Anna Bargagliotti and Lingfang (Ivy) Li\* : Decision Making Using Rating Systems: When Scale Meets Binary , *Decision Sciences*, 44 (6) , 1121-1137, 2013.
4. Ninghua Du, Hailiang Huang and Lingfang (Ivy) Li\*: Can Online Trading Survive Bad Mouthing? An Experimental Investigation, *Decision Support Systems*, 56, 419-426, 2013.
5. Lingfang (Ivy) Li\*: What is the Cost of Venting? Evidence from eBay, *Economics Letters*, 108 , 215–218, 2010.
6. Lingfang (Ivy) Li\*: Reputation, Trust, and Rebates: How Online Auction Markets Can Improve Their Feedback Mechanisms, *Journal of Economics & Management Strategy*, 19 (2), 303–331, , Summer 2010.
7. Lingfang (Ivy) Li and Donald Saari\* : Sen’s theorem: Geometric Proof, New Interpretations, *Social Choice and Welfare*, 31, 393-413, 2008.
8. Lingfang (Ivy) Li\* and Siyuan Xu, “Can ‘Consumer Protection Plans’ Really Protect Consumers? A Game Theoretical Analysis” (forthcoming), *Journal of Industrial Engineering and Engineering Management* (in Chinese).  
李玲芳\* 和 徐思远: “消保”难保消费者? 网络购买中消费者保障服务的博弈分析”, 《管理工程学报》, 第一季度, 2014。
9. Lingfang (Ivy) Li\* and Zhanqing (Adam) Hong, “A Game Theoretical Analysis of Effectiveness of Bi-lateral Reputation System” (forthcoming), *Journal of Management Science in China* (in Chinese).  
李玲芳\* 和 洪占卿: 评价总是属实的吗? --双向声誉机制的有效性研究(合作者: 洪占卿), 《管理科学学报》, 2015, 18(2): 1-12.

## WORKING PAPERS AND WORK IN PROGRESS

1. “Does Money really talk? An Empirical Study on Rebate Mechanism in Online Reputation System,” (with Xiaolan Zhou), NBER working paper.  
<http://www.nber.org/papers/w22584>. Under Review.

2. Reputation Mechanism in “One Belt, One Road” International Trades. (with Xiaoying Li), under review.
3. Anatomy of a Sale: Taobao and the Emergence of 11/11, (with Luis Cabral and Xiaolan Zhou), work in progress.
4. The Display Effect of Price History on Consumers’ Purchase Intentions, (with Yongmin Zhu, Zhe Zhang, Yuxin Chen), Work in progress.
5. Strategic Working Decisions? Evidence from Didi drivers. (with Xianghua Lu, Shaoqin Huang, and Lin Fu), work in progress.

### **Research Reports:**

"Survey on E-commerce Development in China's Rural Area (2011)" (In Chinese)  
《2011中国农村电子商务调研报告》，上海财经大学高等研究院 市场机制设计与信息经济研究中心

## **PROFESSIONAL ACTIVITIES**

### **Associate Editor:**

*Decision Support Systems*

### **Referee:**

*Management Science, Information Systems Research, Decision Support Systems, Decision Science, RAND Journal of Economics, Electronic Commerce Research Journal, Journal of Industrial Economics, Southern Economic Journal, Bulletin for Economic Research, Economics of Governance, Experimental Economic, China Economic Review, Journal of Computer Science and Technology, Journal of Economic Behavior and Organization.*

## **FELLOWSHIPS AND AWARDS**

- Principle, Shanghai Shuguang program, 2018
- Principle, National Natural Science Foundation of China (grant#: 71402031, 71522007), 2015, 2016
- Principle, Innovation Program of Shanghai Municipal Education Commission (grant#:13ZS055, 2012)
- Principle, Shanghai Pujiang Program (project #: 10PGC040), 2010
- Participant, US National Science Foundation( #: SES-0961341), 2010.
- Digital Trade Research Award, 2018
- Sanli Pastore & Hill Paper Award in Economics, 2007
- Phi Beta Kappa International Scholarship, 2006

- Chinese Government Award for Outstanding Self-Financed Students Abroad, 2006
- Finalist, INFORMS Decision Analysis Society Student Paper Competition, 2006
- UC Regents' Dissertation Fellowship & Pre-dissertation Fellowship, 2006 & 2003

## **TEACHING EXPERIENCE**

**Instructor**, School of Management, Fudan University, Feb, 2014 ~ Present

Course: Games of Strategy, Macroeconomics, Strategy Management, Microeconomics, Advanced Microeconomics, Investment Analysis in the Internet Industry (MBA), Application of Behavioral Game Theory in Business and Investment Decisions (MBA), Internet Finance (EDP)

**Instructor**, School of Economics, Shanghai University of Finance and Economics, June, 2009 ~ Jan, 2014

Course: Intermediate Microeconomics, Game Theory and Information Economics (undergraduate and MBA)

**Instructor**, Department of Economics, University of Louisville, Fall 2007 ~ Fall, 2008

• Course: Econometrics, Game Theory, Principles of Microeconomics, Information Economics and the Internet

**Instructor**, Department of Economics, UC-Irvine, Summer 2006

• Course: Probability and Statistics for Economics I

## **AFFILIATIONS:**

American Economic Association, Econometric Society, Royal Economics Society, Association for Information Systems, INFORMS, Decision Analysis Society

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