

FIELDS	Primary:	Behavioral and Experimental Economics, Applied Microeconomics
	Secondary:	Industrial Organization, Development Economics

EDUCATION	2022 – present	PhD Candidate in Economics , ECARES, Université libre de Bruxelles Supervisors: Georg Kirchsteiger and Philip Verwimp Committee members: Catherine Dehon, Jan Potters, and Jan Bouckaert
	2026	Visiting PhD Student (Apr – Nov), Department of Economics, Tilburg University Host Advisor: Jan Potters
	2025	Visiting Researcher (Feb – Mar, Jul, Oct for lab work), Chinese Academy of Social Sciences
	2020 – 2022	Research Master (MPhil) in Economics , ECARES, Université libre de Bruxelles With <i>magna cum laude</i> ; Supervisors: Philip Verwimp and Patrick Legros
	2017 – 2020	Master in Economics (equivalent to 180 ECTS), University of Chinese Academy of Sciences
	2013 – 2017	Bachelor in Economics , University of International Business and Economics

REFERENCES	Prof. Georg Kirchsteiger Université libre de Bruxelles Georg.Kirchsteiger@ulb.be	Prof. Jan Potters Tilburg University J.J.M.Potters@tilburguniversity.edu
	Prof. Philip Verwimp KU Leuven & Université libre de Bruxelles philip.verwimp@kuleuven.be	Prof. Jan Bouckaert University of Antwerp jan.bouckaert@uantwerpen.be

JOB MARKET PAPER	Manipulating price-discrimination-averse behavior (with Jing Su and Litao Duan)
	Many consumers suffer psychological disutility from relative deprivation when they see a lower price offered to their peers for the same good. Such aversion to price discrimination (PD) can cause non-patronage even when the offered price is below consumers' reserve prices. Sellers thus have an incentive to prevent such behavior. While strategies that make PD undetectable have attracted enough scrutiny, it remains unclear whether PD-averse behavior can be manipulated when price differences are fully observable. This paper explores this question via two series of laboratory experiments. They focus on manipulating the two key aspects of perceived relative deprivation under PD: the price difference and the price distribution. Our Study I examined the effect of introducing a higher external reference value for evaluating disadvantageous price differences. We find that this price-framing strategy can discourage PD-averse consumers from exhibiting such aversion in behavior, but only for intermediate price differences. The tendency to exhibit PD-averse behavior responds weakly to changes in list price or price difference when the price difference is sufficiently large or small. Our Study II examined the effect of varying the share of high-price offers among all observed price offers while holding the disadvantageous price difference fixed. We find that PD-averse consumers are less likely to exhibit such aversion in behavior when the high-price offer is more widely shared by their peers, while the negative relationship is relatively weak if the high-price offer only accounts for a minority. In general, the fairness constraint on PD is found vulnerable to simple costless manipulation.

GRANTS AND AWARDS	2026	Mobility Funding for Doctoral Students (CCCI) (€4,000) <i>Fédération Wallonie Bruxelles (FWB) and Université libre de Bruxelles</i>
	2025	Chinese Government Award for Outstanding Self-financed Students Abroad (the highest award granted by the Chinese government to Chinese doctoral students who study overseas without funding from China – 650 annually for all disciplines) <i>China Scholarship Council</i>
	2025	Bilateral Research Mobility Project (€15,000+CN¥80,000 for two years) (core member) <i>Chinese Academy of Social Sciences and Fonds de la Recherche Scientifique – FNRS (National Fund for Scientific Research in Belgium)</i>
	2023	Aspirant Research Fellowship (~€140,000 for four years) <i>Fonds de la Recherche Scientifique – FNRS (National Fund for Scientific Research in Belgium)</i>
	2015	National Innovation and Entrepreneurship Training Program for College Students <i>Ministry of Education of the P.R.China</i>

**WORKING
PAPER****Consumer fairness concerns and price discrimination of two-sided platforms (with Jing Su)**

Submitted [[link to the latest version](#)]

This paper studies how consumers' concerns about fairness interact with third-degree price discrimination of a two-sided monopoly platform. We show that the presence of fairness concerns creates a negative demand externality from low-willingness-to-pay to high-willingness-to-pay consumers, that is, charging less to the former reduces the latter's demand. With this novel externality, price-discriminating among consumers triggers fairness concerns, which lowers consumer-side demand and ultimately restricts the platform's profit exploitation from the seller side. Hence, a platform whose profit potential from sellers is larger would take consumers' fairness concerns more seriously and price-discriminate less. The results can explain why some major online platforms—despite the huge profit potential of targeting prices—shy away from price discrimination in response to consumers' fairness concerns, while others care little about unfairness complaints when price-discriminating among consumers.

**WORK IN
PROGRESS****Organized charity and consumer sympathy in the influencer economy**

Fairness concerns and power dynamics (with Georg Kirchsteiger)

Pricing (un)fairness perception and information provision about data usage (with Jing Su)

Standardized testing for college entrance: evidence from a major reform in China (with Philip Verwimp)

TALKS

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| 2026 | TiSEM Economics Workshop; 18th Nordic Conference in Behavioral and Experimental Economics; 2026 European Meeting of the Economic Science Association (ESA); TIBER Symposium 2026; 16th Annual Conference of the French Association of Experimental Economics (ASFEE); mEETing for Behavioral and Experimental Economists at Tilburg; 18th Maastricht Behavioral & Experimental Economics Symposium (M-BEES); ECARES Internal Seminar; Southern Europe Experimental Team's Meeting 2026 |
| 2025 | ECARES St. Nicolas Workshop; 30th ENTER Jamboree 2025 |
| 2024 | XIII Workshop on Institutions, Individual Behaviour and Economic Outcomes; ECARES Post-Doc/PhD Seminar; LiDAM Doctoral Workshop in Economics - Spring Session |
| 2023 | ECARES Post-Doc/PhD Seminar |

**PUBLISHED
PRE-DOC
WORKS**

Yang, Xiao, Ying Liu, Jichang Dong, and Sirui Li. "Impact of streamers' characteristics on sales performance of search and experience products: Evidence from Douyin." *Journal of Retailing and Consumer Services* 70 (2023): article 103155.

Li, Sirui, Ying Liu, Jing Su, Xin Luo, and Xiao Yang. "Can e-commerce platforms build the resilience of brick-and-mortar businesses to the COVID-19 shock? An empirical analysis in the Chinese retail industry." *Electronic Commerce Research* 23, no. 4 (2023): 2827-2857.

Li, Sirui, Jing Su, Ying Liu, Michael D. Lepech, and Jie Wang. "How 'Belt and Road' initiative implementation has influenced R&D outcomes of Chinese enterprises: asset-exploitation or knowledge transfer?" *R&D Management* 51, no. 3 (2021): 273-292.

Li, Sirui, Ying Liu, Pengfei Wang, Peng Liu, and Jun Meng. "A novel approach for predicting urban pavement damage based on facility information: A case study of Beijing, China." *Transport Policy* 91 (2020): 26-37.

EXPERIENCE

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|----------------|--|
| 2023 – present | Research Fellow (Aspirant-e) , Fonds de la Recherche Scientifique - FNRS |
| 2018 – 2020 | Affiliated Research Associate , Research Center for the Cyber-Economy and Knowledge Management, University of Chinese Academy of Sciences |
| 2019 – 2020 | Research Assistant , Research Group of the NSFC Project "Big Data Profiteering Regulation", University of Chinese Academy of Sciences |

TEACHING

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| 2023 Spring | <i>ECON-S462 Managerial Economics (for MSc in Management Science)</i> , Université libre de Bruxelles |
| 2022 Fall | <i>ECON-S441 Advanced Microeconomics (for MSc in Economics)</i> , Université libre de Bruxelles |
| 2019 Spring | <i>Internet Finance (for MBA)</i> , University of Chinese Academy of Sciences |

**REFEREEING
SERVICES**

International Journal of Operations & Production Management, International Journal of Consumer Studies

SKILLS

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| Language: | Chinese (native), English (fluent) |
| Software: | Stata, MATLAB, SAS (business analytics), $\text{\LaTeX}$ |
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