

# Sirui Li

**Address:** ECARES-ULB, Av. Roosevelt 50, 1050 Brussels, Belgium  
**E-mail:** Sirui.Li@ulb.be

**Birth:** August 29<sup>th</sup>, 1995 Beijing, China  
**Gender:** Male

**Research Interests:** Experimental and Behavioral Economics, Industrial Organization, Consumer Choice, Digital Economy, Development Economics (secondary)

## EDUCATION

- 2022 – present **PhD Candidate in Economics**, ECARES, Université libre de Bruxelles  
Supervisors: Georg Kirchsteiger and Philip Verwimp
- 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
- 2022 **Research Master (MPhil) in Economics**, ECARES, Université libre de Bruxelles  
With *magna cum laude*; Supervisors: Philip Verwimp and Patrick Legros
- 2020 **Master in Economics** (equivalent to 180 ECTS), University of Chinese Academy of Sciences
- 2017 **Bachelor in Economics**, University of International Business and Economics

## CURRENT AND PAST POSITIONS

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

## FELLOWSHIPS AND GRANTS

- 2025 – 2026 **Bilateral Research Mobility Project** (~15,000€+~80,000¥) (core member), Chinese Academy of Social Sciences and Fonds de la Recherche Scientifique - FNRS
- 2023 – 2027 **Aspirant Research Fellowship** (~140,000€) (PI), Fonds de la Recherche Scientifique - FNRS
- 2015 – 2016 **National Innovation and Entrepreneurship Training Program for College Students** No.201510036015 (PI), Ministry of Education of the P.R.C.

## WORKING PAPERS

### **Manipulating price inequality aversion without obfuscation** (with Jing Su and Litao Duan)

Previous studies have stressed that obfuscating references for price comparison among differently priced homogeneous goods is a key to reducing consumers' aversion to price inequality. We provide evidence from two series of laboratory experiments, showing the feasibility of manipulating consumers' aversion to a fully transparent disadvantageous price difference. First, price framing by introducing a higher reference price makes little difference to consumers' perception of price inequality, but it can increase the tolerance of perceived price inequality when the price difference is neither large nor small enough for a binary saliency judgment on the price inequality. Second, if consumers do not perceive their price offers as the disadvantaged minority, their price inequality aversion decreases fast in the displayed share of price offers no better than theirs. With practical cases, we further discuss how market gatekeepers can exploit by delicately displaying prices for the same good to consumers.

### **Consumer fairness concerns and third-degree price discrimination of two-sided platforms** (with Jing Su)

This paper studies how consumers' concerns about fairness influence 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 profit potential of tailoring prices-shy away from price discrimination in response to consumers' fairness concerns, while others always price-discriminate among consumers.

**Standardized Testing for College Entrance: Evidence from a Major Reform in China** (with Philip Verwimp)

## WORK IN PROGRESS

**Organized charity and consumer sympathy in the influencer economy**

**Pricing fairness perceptions and information provision about data usage** (with Jing Su)

## PRESENTATIONS

- 2026 Southern Europe Experimental Team's Meeting 2026; Prague Conference on Behavioral Sciences 2026; ECARES Internal Seminar; 18th Maastricht Behavioral and Experimental Economics Symposium (M-BEES); 16th Annual Conference of the French Association of Experimental Economics (ASFEE)
- 2025 30th ENTER Jamboree 2025; ECARES St. Nicolas Workshop
- 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
- 2021 ECARES Xmas Workshop

## PUBLISHED PRE-DOC WORKS

Li, Sirui, Jing Su, Ying Liu, Xianwei Shi, Jie Wang, and Michael D. Lepech. "Digital retailing practices for triggering physical retailers' bounce-back and bounce-forward performance against a great shock: evidence from the COVID-19 pandemic." *Humanities & Social Sciences Communications (Palgrave Communications)* 11, no. 1 (2024): article 1380.

Li, Sirui, Ying Liu, Jing Su, Litao Duan, and Hui Fu. "Men resist men: streamer-consumer gender match for advertising the functional benefits of heterogeneously priced utilitarian products." *Humanities & Social Sciences Communications (Palgrave Communications)* 11, no. 1 (2024): article 550.

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.

## TEACHING

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

## REFeree SERVICES

*Electronic Commerce Research, International Journal of Operations & Production Management*

## SKILLS

- Language:** Chinese (native), English (fluent)
- Software:** Stata, MATLAB, SAS (business analytics),  $\LaTeX$