

# Sirui Li

**Address:** ECARES, ULB  
Av. Roosevelt 50, 1050 Brussels, Belgium

**Office:** H4.114

**E-mail:** Sirui.Li@ulb.be

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

**Gender:** Male

**First name:** Sirui (*pron. si-ree*)

**Research Interests:** Development Economics, Industrial Organization, Digital Economy, Industrial Policy in China (minor), Information Systems (minor)

## Education

- 2022 – present Ph.D. Candidate, ECARES, Université libre de Bruxelles
- 2022 Research Master in Economics, ECARES, Université libre de Bruxelles  
Thesis on “*Unified exam and diverse incentives for students to perform better: Evidence from the exam reform in China’s college admission system*”. Supervisor: Prof. Philip Verwimp, Jury members: Prof. Patrick Legros (Reader) and Prof. Bram De Rock (President)  
Mention: Grande distinction (*magna cum laude*)
- 2020 Master in Economics (equivalent to 180 ECTS), University of Chinese Academy of Sciences.  
Thesis on “*How human capital influences financial innovation: A novel perspective from manufacturing system*”. Supervisor: Prof. Benfu Lv
- 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
- 2022 – 2023 Assistant mi-temps en Microéconomie, Solvay Brussels School of Economics & Management, Université libre de Bruxelles
- 2018 – 2020 Affiliated Research Associate (non-occupational), Research Center for Cyber-Economy and Knowledge Management, University of Chinese Academy of Sciences
- 2019 – 2020 Research Associate (non-occupational) for the National Natural Science Foundation of China  
Project on “*Big data overcharge regulation*”. Principal Investigator: Geng Peng
- 2018 – 2020 Research Associate (non-occupational) for the National Natural Science Foundation of China  
Project on “*Research on Reasoning method and evolutionary characteristics of multi-agent behavior in stock market*”. Principal Investigator: Ying Liu

## Working papers and work in progress

- “Consumer fairness concerns for personalized pricing by two-sided platforms,” with Jing Su.
- “Standardized Testing for College Entrance: Evidence from a Major Reform in China,” with Philip Verwimp.

## Publications

- “Men resist men: Streamer-consumer gender match for advertising the functional benefits of heterogeneously priced utilitarian products,” with Ying Liu, Jing Su, Litao Duan, and Hui Fu, *Humanities and Social Sciences Communications*, 2024, 11, article 550.
- “Impact of streamers’ characteristics on sales performance of search and experience products: Evidence from Douyin,” with Xiao Yang, Ying Liu, and Jichang Dong, *Journal of Retailing and Consumer Services*, 2023, 70, article 103155.
- “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,” with Ying Liu, Jing Su, Xin Luo, and Xiao Yang, *Electronic Commerce Research*, 2023, 23(4), 2827-2857.
- “How ‘Belt and Road’ Initiative implementation has influenced R&D outcomes of Chinese enterprises: asset-exploitation or knowledge transfer?” with Jing Su, Ying Liu, Michael D. Lepech, and Jie Wang, *R&D Management*, 2021, 51(3), 273-292.

“A novel approach for predicting urban pavement damage based on facility information: A case study of Beijing,” with Ying Liu, Pengfei Wang, Peng Liu, and Jun Meng, *Transport Policy*, 2020, 91, 26-37.

## Conference and seminar presentations

2024 XIII Workshop on Institutions, Individual Behaviour and Economic Outcomes (Alghero, Italy)  
ECARES Post-Doc/PhD Seminar (Brussels, Belgium)

## Awards and Grants

2023 – 2027 Research Fellow (Aspirant), Fonds de la Recherche Scientifique - FNRS  
2016 – 2017 National Innovation and Entrepreneurship Training Program for College Students (No.201610036003), Ministry of Education of the P.R.C.  
2015 – 2016 National Innovation and Entrepreneurship Training Program for College Students (No.201510036015), Ministry of Education of the P.R.C.

## Teaching

2022 – 2023 Teaching Assistant for the courses *Advanced Microeconomics* (for Master in Economics) and *Managerial Economics* (for Master in Management Sciences), Université libre de Bruxelles  
2018 – 2019 Teaching Assistant (non-occupational) for the course *Internet Finance*, University of Chinese Academy of Sciences

## Referee Services

*Electronic Commerce Research, International Journal of Operations & Production Management, Humanities and Social Sciences Communications*

## Skills

**Language:** Chinese (native), English (fluent)

**Software:** Stata (good in in cross-section and panel data analysis), SAS (basic in business analytics), MATLAB (basic in Dynare), R (a little)