

Ninghua Du

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Employment

Professor, School of Economics, Shanghai University of Finance and Economics, July 2019 – present

Associate Professor, School of Economics, Shanghai University of Finance and Economics, July 2012 – June 2019

Assistant Professor, School of Economics, Shanghai University of Finance and Economics, August 2005 – June 2012

Education

University of Arizona, Ph.D. in Economics, May 2005

University of Houston, M.A. in Economics, 2000

Tsinghua University, B. E. in Management Information Systems, 1997.

Award

Shanghai *Yucai* Teaching Award (2014)

Grant

“Behavioral Market Design,” 200,000 RMB;
Social Science Foundation in China, #17BJY208, 2018 – 2020.

Areas of Research

Experimental Economics, Applied Microeconomics, Industrial Organization, Game Theory, Applied Econometrics

Books

A Course in Experimental Economics (in Chinese), 2010. Shanghai University of Finance and Economics.

Experimental Economics (in Chinese), 2008. Shanghai University of Finance and Economics.

Publications in Refereed Journals

“Pro-Social Compliance in P2P Lending: A Natural Field Experiment,” (with Lingfang Li, Tian Lu and Xianghua Lu), *Management Science*, forthcoming.

“Cheap Talk Evaluations in Contract Design,” (with Quazi Shahriar), *Journal of Behavioral and Experimental Economics*, 77, 2018, 78 - 87.

“Goodwill Can Hurt: a Theoretical and Experimental Investigation of Return Policies in Auctions,” (with C. Bram Cadsby, Ruqu Wang and Jun Zhang), *Games and Economic Behavior*, 99, 2016, 224 - 238.

“In-Group Favoritism and Moral Decision-Making,” (with C. Bram Cadsby and Fei Song), *Journal of Economic Behavior and Organization*, 128, 2016, 59 - 71.

“Promise keeping, Relational Closeness, and Identifiability: An Experimental Investigation in China,” (with C. Bram Cadsby, Fei Song and Lan Yao), *Journal of Behavioral and Experimental Economics*, 57, 2015, 120 - 133.

“Promises in Contract Design,” (with Gary Charness, Chun-lei Yang and Lan Yao), *European Economic Review*, 64, 2013, 194 - 208.

“Can Online Trading Survive Badmouthing? An Experimental Investigation,” (with Hailiang Huang and Lingfang Li), *Decision Support Systems*, 56, 2013, 419 - 426.

“Strategic Delegation in an Experimental Mixed Duopoly,” (with John Heywood and Guangliang Ye), *Journal of Economic Behavior and Organization*, 87, 2013, 91 - 100.

“The Effects and Mechanism of Unfair Ratings on Online Trading,” (with Hailiang Huang), *Journal of Management Sciences in China* (in Chinese), 15, 2012, 75 - 84.

“Trust and Trustworthiness Reputations in an Investment Game,” (with Gary Charness and Chun-lei Yang), *Games and Economic Behavior*, 72, 2011, 361 - 375.

“Experimental Evidence on Advertising and Price Competition,” *New Zealand Economic Papers*, 43, 2009, 191 - 202.

Other Publications in Chinese

“The Internal Validity and External Validity of Economic Experiments: A Discussion with Mr. Zhu Fuqiang,” *Academic Monthly*, 49, 2017, 80 - 87.

“Nobel Prize in Economics and Market Design,” *Comparative Studies*, 63, 2012, 193 - 195.

“Economics Activities in the Laboratory: A Discussion of the Methodology of Experimental Economics,” *Comparative Studies*, 38, 2008, 69 - 83.

Conference Presentations

- The 1st China Behavioral and Experimental Economics Forum, Hangzhou, 2019 (*keynote speaker*)
- Experimental Economics Workshop at Shanghai Tech University, Shanghai, 2017
- The 1st Shanghai Workshop of Behavioral and Experimental Economics, Shanghai, 2017
- The 6th Annual Xiamen University International Workshop on Experimental Economics, Xiamen, 2016
- 3rd Microeconomic Theory Workshop at Nanjing Audit University, Nanjing, 2016
- DUFEE Behavioral Economics and Field Experiment Summer School, Dalian, 2016
- Experimental Economics Workshop at Fudan University, Shanghai, 2016
- Experimental Economics Workshop at Shandong University, Jinan, 2015
- Experimental Economics Workshop at Dongbei University of Finance and Economics, Dalian, 2015
- The 5th Annual Xiamen University International Workshop on Experimental Economics, Xiamen, 2014
- Economic Science Association International Meeting, Honolulu, 2014
- Inaugural China Meeting of the Econometric Society, Beijing, 2013
- The 3rd Annual Xiamen University International Workshop on Experimental Economics, Xiamen, 2012
- Shanghai Microeconomics Workshop, Shanghai, 2011
- Econometric Society World Congress, Shanghai, 2010
- Chinese Economists Society China Conference, Xiamen, 2010
- Pacific Economic Association Annual Meeting, Beijing, 2008
- Economic Science Association North American Meeting, Tucson, 2008
- Ronald Coase Institute Workshop, Singapore, 2008
- Chinese Economic Association Annual Conference, Shenzhen, 2007
- Modeling and Simulation Society of Australia and New Zealand Annual Meeting, Christchurch, 2007
- Economic Science Association Asia-Pacific Meeting, Shanghai, 2007
- Economic Science Association Asia-Pacific Meeting, Osaka, 2007
- Economic Science Association International Meeting, Atlanta, 2006
- Economic Science Association Asia-Pacific Regional Meeting, Hong Kong, 2006
- Chinese Economic Association Annual Conference, Xiamen, 2005
- Economic Science Association North American Regional Meeting, Tucson, 2004
- Economic Science Association North American Regional Meeting, Tucson, 2003
- Economic Science Association International Meeting, Pittsburgh, 2003
- International Industrial Organization Conference, Boston, 2003

- Economic Science Association North American Regional Meeting, Tucson, 2001

Invited Presentations

- Shandong University (2018)
- Renmin University (2018)
- Sun Yat-Sen University (2016)
- Southwestern University of Finance and Economics (2007 and 2015)
- Ryerson University (2015)
- Wilfrid Laurier University (2015)
- University of Guelph (2015)
- Zhejiang University (2010 and 2015)
- Jinan University (2014 and 2017)
- Huanan University of Science and Technology (2014)
- Dongbei University of Finance and Economics (2014)
- Tsinghua University (2014)
- University of Zurich (2013)
- Shanghai Jiaotong University (2009 and 2012)
- University of Canterbury (2012)
- CCER, Peking University (2009)
- Xiamen University (2009)
- Lingnan University (2007)
- Southwest Jiaotong University (2007)
- Fudan University (2005)
- Loyola Marymount University (2005)

Teaching Interests

Principles of Economics, Intermediate Microeconomics, Statistics, Econometrics, Graduate Microeconomics, Experimental Economics, Industrial Organization, Game Theory

Students Supervised

Master Students: Shuaishuai Cheng, Feng Hao, Min Song, Zaiyan Wei
Ph. D. Student: Jian Kang