

# ZHIHAN CUI

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Postdoctoral Scholar, Anderson School of Management, UCLA

Behavioral Decision Making

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## CURRENT POSITION

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Postdoctoral Scholar in Behavioral Decision Making, Anderson School of Management, UCLA, Starting from 2021-2024 (Expected)

## EDUCATION

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Ph. D in Sustainable Development, Columbia University, 2021

M.Phil. in Sustainable Development, Columbia University, 2020

M.A. in Sustainable Development, Columbia University, 2018

B.S. in Materials Chemistry, Peking University, China, 2015

B.A. in Economics, Peking University, China, 2015

## RESEARCH FIELDS

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Behavioral and Experimental Economics, Health Economics, Behavioral Policy Analysis, Health Policy

## PUBLICATIONS

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- **The Impact of the Removal of Zero-COVID Policies on Subjective Well-being: Evidence from a Digital World**, Co-first author with Lu Liu and Castiel Chen Zhuang, *Economic Letters*, 2023.
- **A randomized controlled trial of an information intervention to bolster COVID-19 vaccination intention among people with purity concerns**, Co-first author with Catherine Chen and Yixi Chen, *Health Psychology*, 2023.
- **Safety Messaging Boosts Parental Vaccination Intention for Children Ages 5-11**, Co-First and Corresponding Author with Lu Liu, Dan Li, Sherry Wu and Xinyue Zhai. *Vaccines*. 2022 Jul 28;10(8):1205. doi: 10.3390/vaccines10081205.

## WORKING PAPERS

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- **Active Unpacking of the Economic Consequences of Health Outcomes Improves Preventive Decisions**, with Lu Liu (Job Market Paper)

- **Cultural Nuances in Large Language Models (LLM): Is ChatGPT a Holistic or Analytic Thinker?**, with Songyang Zhang and Chuanyang Jin, *submitted* to PNAS brief report
- **Awareness of Long COVID Strongly Predicts Vaccination and Non-Pharmaceutical Precautionary Measures for Adolescents and Adults Aged 18-39 in the U.S.**, with Lu Liu, David Dolifka, Dan Li and Sten Vermund. Co-first author, under review at *Open Forum Infectious Diseases*
- **Competing Persuaders in Zero-Sum Games**, with Dilip Ravindran, under review at *Games and Economics Behavior*, 2022
- **The Effect of Messaging Intervention on Male HPV Vaccination**, with Songyang Zhang, Leigh Grant and Boaz Keysar, under review at *Vaccines*
- **The Political Economy of Responses to COVID-19 in the U.S.A.**, with Geoffrey Heal, Howard Kunreuther and Lu Liu, *NBER Working Paper*, 2021
- **Covid-19, shelter-in place strategies and tipping**, with Geoffrey Heal and Howard Kunreuther, *NBER Working Paper*, 2020

#### WORK IN PROGRESS

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- **Evaluability, Sparsity and Choice.**, with Lu Liu and Yiwen Shen
- **Promoting Health Literacy Drives Healthier Choices and Communication: Evidence from a Field Experiment in a Chinese University**, with Fangwen Lu, Xuezheng Qin, and Castiel Chen Zhuang
- **Release COVID-19 Restrictions, Release Consumption, but with Inequality**, with Lu Liu and Castiel Chen Zhuang
- **Openness-to-experience May Backfire in Entry-level Job Applications**, with Wenyan Liu and Ting Ren
- **Unpacking Health Outcomes with Money in China**, with Lu Liu.

#### PRESENTATIONS

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**Oct, 2023:** Accepted with Competitive Paper at Association of Consumer Research, Seattle, US; Session chair and presenter for Session: “Savoring Consumer Behavior: From Perception to Plate”

**Feb, 2023:** Poster, Society for Personality and Social Psychology 2023, Atlanta, US

**Feb, 2023:** Pharma R&D 2023 Conference, Las Vegas, US

**Nov, 2022:** Poster Session, Society for Judgment and Decision Making Annual Conference, San Diego, US

**Feb, 2021:** Online Poster Sessions, Political Psychology Preconference, Society for Personality and Social Psychology 2020

**May, 2020:** Online Poster Sessions, Association for Psychological Science, Chicago, US

**Apr, 2020 and Apr, 2018:** Interdisciplinary PhD Workshop in Sustainable

Development at Columbia University, New York, US

**Feb, 2020:** Two Poster Sessions at Personality Dynamics, Processes, and Functioning Preconference, SPSP 2020, New Orleans, US

**Feb, 2020:** Invited Speaker at China Scholars Reception, "Social Psychology at the Time of Emergency", SPSP 2020, New Orleans, US

## REWARD AND GRANTS

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2021-2024: Research Grant for Postdoctoral Scholars, UCLA

2023: National Science Foundation (collaborator of the team)

2019-2020: Dissertation Fellowship, SIPA, Columbia University

2019: CELSS Grants for Graduate Students Dissertation, Columbia University

2018-2019: Research Assistantship Grants for Graduate Students, Columbia University

2017: CELSS Grants for Graduate Students' Experiments, Columbia University

2015: Dean's Fellowship, SIPA, Columbia University

2011: National Fellowship, Peking University

## TEACHING EXPERIENCES

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Science for Sustainable Development, Columbia University, 2019 Fall

International Trade, Columbia University, 2018 Spring

Political Economy, Columbia University, 2017 Fall

Behavioral Economics, Columbia University, 2017 Spring

Chinese Financial Markets, Columbia University, 2016 Fall

Econometrics, Peking University, 2014 Spring

## OTHER PROFESSIONAL ACTIVITIES

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Anonymous reviewer for journals such as: *Management Science*, *American Economic Review: Insights*, *JAMA Network Open*, *South Economic Journal*

Founder of *Jungus Assessments*, an online cognitive testing platform in China with over 5 Million users. Website: <https://www.jungus.cn/en>

## SKILLS

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Languages: English(fluent), Chinese(native), Japanese(basic)

Computer skills: R, Stata, Matlab, Python, ChatGPT (all proficient)

## SPONSORS-POSTDOC/PHD

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Geoffrey Heal (Chair): [gmh1@columbia.edu](mailto:gmh1@columbia.edu)

Jeffrey Shrader: [jgs2103@columbia.edu](mailto:jgs2103@columbia.edu)

Daniel Benjamin: [daniel.benjamin@anderson.ucla.edu](mailto:daniel.benjamin@anderson.ucla.edu)

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