

# XILIN LI

## Positions

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Assistant Professor of Marketing, Cheung Kong Graduate School of Business	since 2025
Assistant Professor of Marketing, China Europe International Business School	2022-2025

## Education

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Ph.D. in Behavioral Science, Chicago Booth	2022
M.B.A., Chicago Booth	2022
M.S. in Psychology, Peking University	2017
B.S. in Psychology, Beijing Normal University	2013

## Publications

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1. Hsee, Christopher K., Xilin Li, and Ying Zeng (forthcoming), “People Overshoot When Choosing Resource Pools,” *Journal of Experimental Social Psychology*. (equal contribution)
2. Qiu, Tian, Xilin Li, and Jingyi Lu (forthcoming), “The Mere Audience-Size Effect: How Incidental Audience Non-Normatively Influences the Perceived Product Quality,” *Journal of Behavioral Decision Making*.
3. Hsee, Christopher K., Alex Imas, and Xilin Li, (2025), “How Framing Influences Strategic Interactions,” *Management Science*, 71(4), 3013-3025. (equal contribution)
4. Li, Xilin and Christopher K. Hsee (2025), “Blaming the Strawless Brickmaker: Constraint Neglect in Judging Decision Quality,” *Journal of Behavioral Decision Making*, 38(1), e70006.
5. Wang, Shu, Xilin Li, Chengyue Huang, and Christopher K. Hsee (2025), “The Nation or The Leader? Exploring the Effect of Framing in News Coverage of International Conflicts,” *Judgment and Decision Making*, 20, e10.
6. Li, Xilin, Christopher K. Hsee, and Shu Wang (2024), “Cherry-Picking Tolerance About Untruthful News,” *Journal of Behavioral Decision Making*, 37(5), e70003.

7. Li, Xilin, Christopher K. Hsee, and Ed O'Brien (2023), "'It Could Be Better' Can Make It Worse: When and Why People Mistakenly Communicate Upward Counterfactual Information," *Journal of Marketing Research*, 60(2), 219-236.
8. Hsee, Christopher K., Ying Zeng, Xilin Li, and Alex Imas (2023), "The Psychology of Negative-Sum Competition in Strategic Interactions," *Journal of Personality and Social Psychology*, 125(4), 720-729.
9. Yang, Yang, Xilin Li, and Christopher K. Hsee (2023), "Relevance Insensitivity: A Framework of Psychological Biases in Consumer Behavior and Beyond," *Consumer Psychology Review*, 6(1), 121-132.
10. Hsee, Christopher K. and Xilin Li (2022), "A Framing Effect in the Judgement of Discrimination," *Proceedings of the National Academy of Sciences of the United States of America*, 119(47): e2205988119.
11. Li, Xilin and Christopher K. Hsee (2021), "The Psychology of Marginal Utility," *Journal of Consumer Research*, 48(1), 169-188.
12. Hsee, Christopher K., Ying Zeng, Xilin Li, and Alex Imas (2021), "Bounded Rationality in Strategic Decisions: Undershooting in a Resource Pool-Choice Dilemma," *Management Science*, 67(10), 6553-6567.
13. Li, Xilin, Christopher K. Hsee, and Li Wang (2021), "Incivility Awareness Could Save Lives," *Behavioral Science & Policy*, 7(1), 1-8.
14. Yang, Yang, Christopher K. Hsee, and Xilin Li (2021), "Prediction Biases: An Integrative Review," *Current Directions in Psychological Science*, 30(3), 195-201.
15. Li, Xilin and Christopher K. Hsee (2021), "Free-riding and Cost-bearing in Discrimination," *Organizational Behavior and Human Decision Processes*, 163, 80-90.
16. Li, Xilin, Christopher K. Hsee, and Li Wang (2021), "People Adapt More Slowly to Social Income Changes Than to Temporal Income Changes," *Journal of Experimental Psychology: Applied*, 27(1), 46-56.
17. Miao, Peng, Xilin Li, and Xiaofei Xie (2020), "Hard to Bear: State Boredom Increases Financial Risk Taking," *Social Psychology*, 51(3), 157-170.

18. Li, Xilin and Christopher K. Hsee (2019), “Beyond Preference Reversal: Distinguishing Justifiability from Evaluability in Joint versus Single Evaluations,” *Organizational Behavior and Human Decision Processes*, 153, 63-74.
19. Li, Xilin and Christopher K. Hsee (2019), “Being ‘Rational’ Is Not Always Rational: Encouraging People to Be Rational Leads to Hedonically Suboptimal Decisions,” *Journal of the Association for Consumer Research*, 4(2), 115-124.
20. Zhou, Haotian, Xilin Li, and Jessica Sim (2019), “Conflating Temporal Advancement and Epistemic Advancement: The Progression Bias in Judgment and Decision Making,” *Personality and Social Psychology Bulletin*, 45(11), 1563-1579.
21. Hsee, Christopher K., Yang Yang, and Xilin Li (2019), “Relevance Insensitivity: A New Look at Some Old Biases,” *Organizational Behavior and Human Decision Processes*, 153, 13-26.
22. Li, Xilin and Xiaofei Xie (2017), “The Helping Behavior Helps Lighten Physical Burden,” *Basic & Applied Social Psychology*, 39(4), 183-192.

## Awards and Grants

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National Overseas Excellent Young Talent Program (¥2,000,000 Research Funding), 2023  
Shanghai Overseas Talent Program, 2023  
CEIBS Research Excellence Awards, 2024  
CEIBS Research Grant, 2022-2025

## Teaching

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### *Managerial Decision Making*

- FMBA, CEIBS, 2023-2024
- EMBA, CEIBS, 2023-2025
- Executives, CEIBS, 2024-2025

## Service

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### *Ad Hoc Reviewer*

Management Science; Journal of Consumer Research; Journal of Marketing Research; Psychological Science; Personality and Social Psychology Bulletin; Social Psychological and Personality Science

### *School Service*

Since 2025, Research Seminar Organizer, Marketing Area, CKSGB

2023-2025, Research Seminar Organizer, Marketing Area, CEIBS

2023, Recruitment Committee Member, Marketing Department, CEIBS