

Yuxin SU

Assistant Professor

Academy: Transformation

Research center: SKEMA Centre for Sustainability Studies

Campus: Suzhou

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## Research interests

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Applied Microeconomics, Behavioral Economics, Experimental Economics

## Teaching interests

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Applied Microeconomics, Behavioral Economics, Experimental Economics

## Education

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2021	Ph.D. in Economics, Claremont Graduate University, United States of America
2015	Master in Economics, University of Southern California, United States of America
2014	BA in Economics, Mathematics, University of Maryland, College Park, United States of America

## Experience

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### Full-time academic positions

Since 2021	Assistant Professor of Economics, SKEMA Business School, China
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## Publications

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### Peer-reviewed journal articles

- CAO, Y., SU, Y., WANG, G. and ZHANG, C. (2025). Health Insurance Coverage Changes Under the Affordable Care Act Among High Housing Cost Households, 2010–18. *Health Economics*, 34(3), pp. 415-430.
- ZHOU, T., CHEN, G., SU, Y., YANG, T. and DING, J. (2025). Green bond underwriting, financial openness, and profitability of commercial banks. *International Review of Financial Analysis*, 99, pp. 103900.
- SAIDANE, D., SU, Y. and BEN ABDALLAH, S. (2025). On the Edge of Green: How Environmental Performance Benchmarks Drive Corporate Greenwashing Behavior? *Journal of Business Research*.
- HONG, B., KIM, K. and SU, Y. (2024). The Intergenerational Transmission of Risk Preferences: Evidence from Field Experiments in China and Korea. *Journal of Family and Economic Issues*, 45, pp. 151-173.
- CAPRA, M., JIANG, B. and SU, Y. (2024). Green self-image boosts online volunteering for environmental causes: Experimental evidence. *Journal of Behavioral and Experimental Economics*, 110(102186).
- CAO, Y., CAPRA, M. and SU, Y. (2023). Can prosocial incentives and self-chosen goals improve performance? An online real-effort experiment. *Oxford Economic Papers*, 75(4), pp. 973-992.
- CAO, Y., CAPRA, M. and SU, Y. (2023). Do prosocial incentives motivate women to set higher goals and improve performance? *Journal of Economic Psychology*, 99, pp. 102659.

CAPRA, M., JIANG, B. and SU, Y. (2022). Do Pledges Lead to More Volunteering? An Experimental Study. *Economic Inquiry*, 60(1), pp. 87-100.

CAPRA, M., JIANG, B. and SU, Y. (2021). Altruistic Self-Concept Mediates the Effects of Personality Traits on Volunteering: Evidence from an Online Experiment. *Journal of Behavioral and Experimental Economics*, 92, pp. 101697.

**Conference presentations**

SU, Y. (2025). Beyond Commitment: Exploring the Role of Prosocial Incentives in Goal-Setting Effectiveness. In: 2025 Asia-Pacific Meeting of the Economic Science Association.

SU, Y. (2025). Beyond Commitment: Exploring the Role of Prosocial Incentives in Goal-Setting Effectiveness. In: 2025 ESA World Meeting.

**Other research activities** 

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**Organization of a conference or a seminar**

2023	Co-organizer, Economic Science Association (ESA) Sessions, WEAI 17th International Conference
2023	Co-organizer, Economic Science Association (ESA) Sessions, WEAI 98th Annual Conference