# Yuxin SU

Professeur associé

Académie : Transformation

Centre de recherche : SKEMA Centre for Sustainability Studies

Campus : Suzhou

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## Intérêts de recherche

Applied Microeconomics, Behavioral Economics, Experimental Economics

## Formation

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| 2021 | Ph.D. in Economics, Claremont Graduate University, Etats-Unis d'Amérique |
| 2015 | Master in Economics, University of Southern California, Etats-Unis d'Amérique |
| 2014 | BA in Economics, Mathematics, University of Maryland, College Park, Etats-Unis d'Amérique |

## Expérience Professionnelle

### *Positions académiques principales*

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| Depuis 2026 | Professeur associé d'économie, SKEMA Business School, Chine |
| Depuis 2021 | Assistant Professor of Economics, SKEMA Business School, Chine |

## Publications

### *Articles académiques revus*

SAIDANE, D., SU, Y. et BEN ABDALLAH, S. (2026). On the Edge of Green: How Environmental Performance Benchmarks Drive Corporate Greenwashing Behavior? *Journal of Business Research*, 206, pp. 115919.

CHEN, X., LI, N., LI, W., SU, Y. et YANG, H. (2026). The Leveraging Game: Corporate Response to Green Credit Policy. *International Journal of Finance and Economics*.

SU, Y. (2026). Hitting the mark: the power of self-chosen goals in academic success. *Review of Behavioral Economics*, 13(2), pp. 253–284.

CAO, Y., SU, Y., WANG, G. et 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. et DING, J. (2025). Green bond underwriting, financial openness, and profitability of commercial banks. *International Review of Financial Analysis*, 99, pp. 103900.

HONG, B., KIM, K. et 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. et 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. et 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. et 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. et SU, Y. (2022). Do Pledges Lead to More Volunteering? An Experimental Study. *Economic Inquiry*, 60(1), pp. 87-100.

CAPRA, M., JIANG, B. et 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.

### *Présentations dans des conférences*

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

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

## Autres activités de recherche

### *Editeur associé d'une revue*

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| Depuis 2026 | Cogent Economics & Finance |

### *Organisation d'une conférence ou d'un séminaire*

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