

GE2256 Applications of Game Theory to Business

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PhD - Economics (HKUST)

BBA - Business Economics (CityU HK)

Assistant Professor

About my research:

I use experiments, combining the methodology of economics, psychology, and neuroscience to make discoveries on how and why people make choices. It is hoped that these discoveries will provide new perspectives and offer possible solutions for important social issues, business strategies, and puzzles in economic theories.

About my teaching:

I try to make my class discovery-oriented. I enjoy talking to students.

Publications

Journal Articles

- Tanjim Hossain and King King Li (2014), "Crowding Out in the Labor Market: A Prosocial Setting is Necessary", [Management Science](#), Vol. 60, 5, 1148-1160.
- Li King King (2013), "Asymmetric Memory Recall of Positive and Negative Events in Social Interactions", [Experimental Economics](#), Vol. 16, Issue 3, pp. 248-262.
- Li King King (2011), "Preference towards Control in Risk Taking: Control, No Control, or Randomized?", [Journal of Risk and Uncertainty](#), Vol. 43, No. 1, pp. 39-63.

Books and Book Chapters

- Chew Soo Hong, Li King King, Robin Chark, and Zhong Songfa (2008), "Source Preference and Ambiguity Aversion: Models and Evidence from Behavioral and Neuroimaging Experiments", in Daniel Houser and Kevin McCabe (eds.), *Neuroeconomics, Advances in Health Economics and Health Services Research*, Vol. 20, pp. 179-201, Emerald Insight, London.



Contact Information

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Research Areas

- › Experimental Economics
- › Behavioral Economics
- › Behavioral Finance
- › Neuroeconomics

Course Objectives

- Introduces the main ideas and techniques of **game-theoretic analysis** related to **bargaining, conflict, negotiation**, and other **strategic situations in business**.

What is this course about?

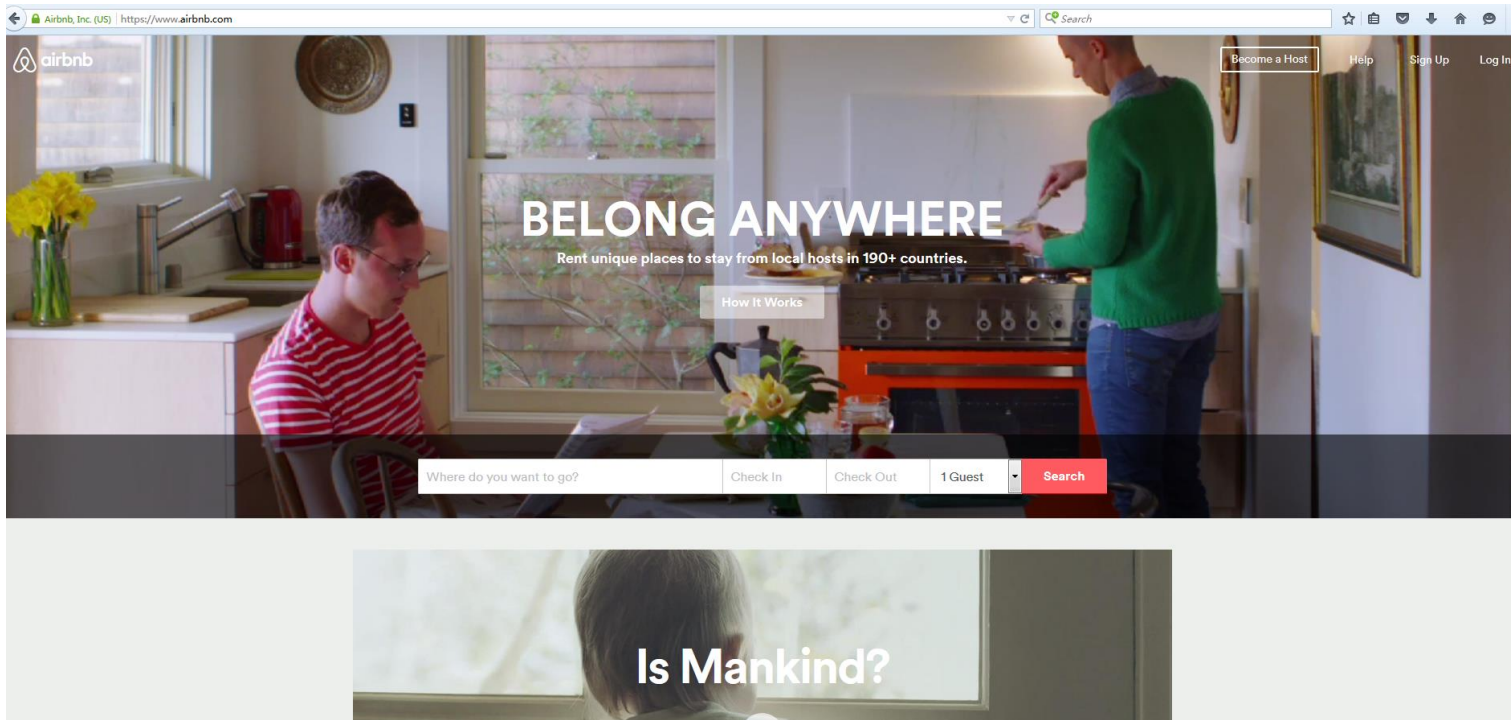
Game Theory + **Applications in Business** +
Making Your Own Discovery + **Fun in Learning** +
A new learning experience



Source: <http://www.executivefranchises.com/blog/great-business-ideas/#.VeKe8JdD838>



After taken this course...



www.airbnb.com

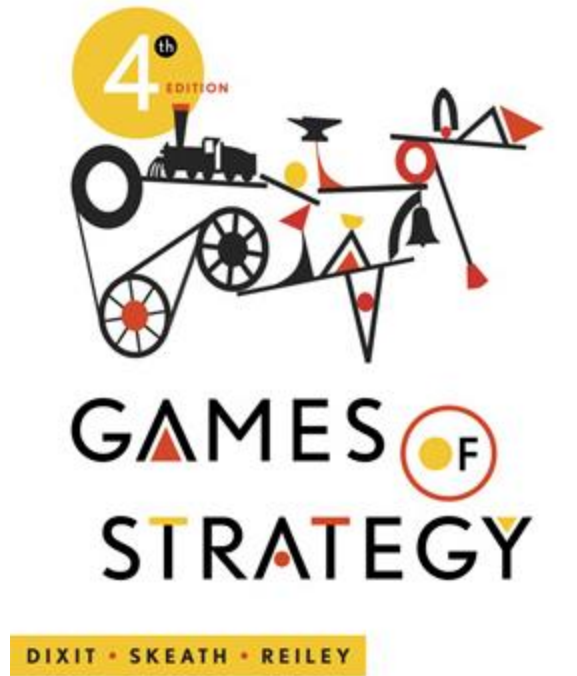
Know how to use game theory to formulate business strategies...

This course is not about...

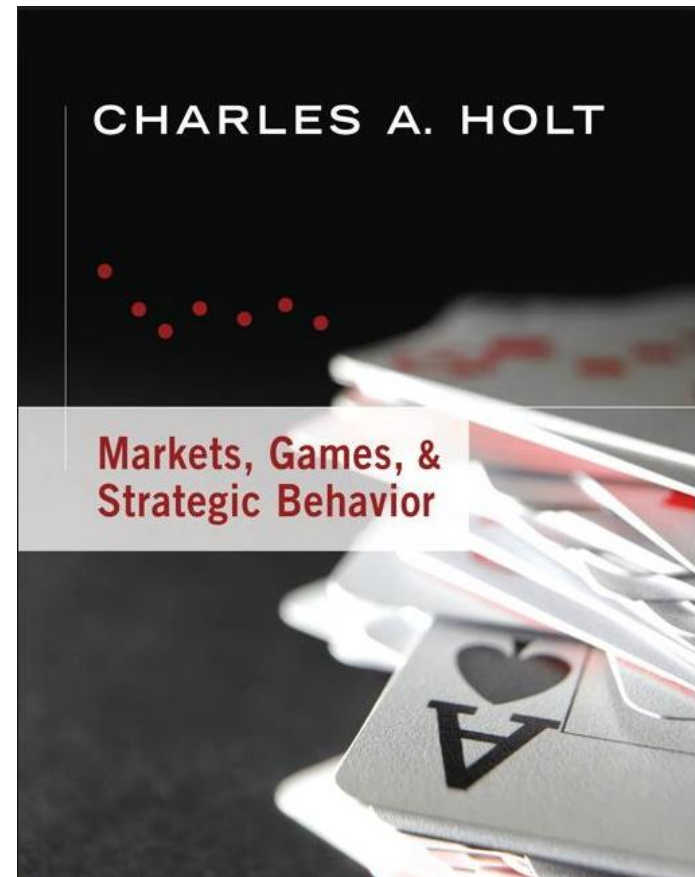
- Exam oriented + Lecturer teaches you everything and you have to agree 100% on what is taught + Exam oriented



Textbooks



International student edition



Inclass Experiment

- To test game theories.
- We will compare the experimental results with the theoretical predictions.
- When the theories do not predict the actual behaviors well, we will discuss the possible reasons behind, and their implications.
- **Critical Thinking + Discovery**

Experimental Project

- Students will be divided into groups to work on the experimental research projects, in which they will **design and run their own experiments** on **topics related to business decision making**, broadly defined. Each group will also present their findings and submit the research paper.



Wind tunnel testing for UK Sport and British Cycling

Experimental Project

- Learning by doing
- Creativity, making your own **original discovery**
- Topic and Name List of the group due on 14 Sept in the class. Each group will present their topic, using 2-3 slides of powerpoint.



CityUHK Experimental Economics Lab



CityUHK Experimental Economics Laboratory

The objective of the laboratory is to support research and teaching in the area of experimental economics and experimental finance, broadly defined.

Experiment activities are conducted in facilities including AC3-721E.

Founding Executive Committee

Director



Dr. Li King King
Assistant Professor
Department of Economics and Finance
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