

VIVIAN ZHENG

University of California, Santa Cruz

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Research and Teaching Interests

Research: Behavioral and Experimental Economics; Experimental Finance

Teaching: Managerial Economics, Microeconomics, Game Theory

Appointments

Postdoctoral Scholar, Department of Economics, University of California, Santa Cruz 2025–Present

Education

University of California, Santa Cruz 2025

Ph.D. Economics

M.A. Economics 2020

University of California, San Diego 2017

B.S. Economics and Mathematics

Research

Information, Asset Price Volatility, and Liquidity *Management Science*

with Daniel Friedman, Grace Weishi Gu.

Behavioral Insights into Bidding and Asking: Experiments with BDM, Call Market, and Continuous Double Auctions

Visual Markets *Minor Revision, Experimental Economics*

with Daniel Friedman, Brett Williams.

Motivated Inference of Ambiguous Information (and Market Performance) *Under Review, Journal of Economic Behavior and Organization*

with Zhaoqi Wang.

Minimum Wage and Real Efforts

with Yilin Li, Prem Patel, Aiden Rho, Gagandeep Sachdeva.

Professional Service

Reviewer, *Experimental Economics*

2025

Lab Manager, LEEPS Lab, University of California, Santa Cruz

March 2023 – Present

- Provided technical guidance and troubleshooting for experimental sessions.
- Organized workshops and weekly lab meetings for graduate students.
- Maintained laboratory instruments and supported experiment development.

Teaching

University of California, Santa Cruz

Graduate Student Instructor

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| ECON 101 Managerial Economics (Undergraduate) | Su22 |
| ECON 166A Game Theory and Applications I (Undergraduate) | F24 |

Group Tutor

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| ECON 165 Economics as an Experimental Science (Undergraduate) | S25 |
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Student Success Teaching Assistant

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| ECON 1 Introductory Microeconomics (Undergraduate) | F23 |
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Teaching Assistant

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| ECON 1 Introductory Microeconomics (Undergraduate) | Su24 |
| ECON 2 Introductory Macroeconomics (Undergraduate) | S24, W25 |
| ECON 101 Managerial Economics (Undergraduate) | S23, W23, W22, S21, W21, F20 |
| ECON 100A Intermediate Microeconomics (Undergraduate) | Su21, S20 |
| ECON 104 Is There Truth in Numbers: The Role of Statistics in Economics (Undergraduate) | S22 |
| ECON 113 Introduction to Econometrics (Undergraduate) | Su20 |
| ECON 135 Corporate Finance (Undergraduate) | Su23 |
| ECON 165 Economics as an Experimental Science | S25 |
| ECON 166A Game Theory and Applications I (Undergraduate) | F22, F21, W24 |
| ECON 186 Mathematical Methods for Economic Analysis (Graduate) | F22 |
| ECON 197 Economic Rhetoric (Undergraduate) | S25 |
| Personal Finance and Investments (Undergraduate) | Su24, Su23, Su22 |

Conference Presentations

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| North American Economic Science Association Conference | 2021, Arizona |
| North American Economic Science Association Conference | 2022, Santa Barbara |
| Asia-Pacific Economic Science Association Conference | 2024, Singapore |
| Spring School 2024 at UC San Diego | 2024, La Jolla |