

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**

ECON 101 Managerial Economics (Undergraduate)

Su22

ECON 166A Game Theory and Applications I (Undergraduate)

F24

Group Tutor

ECON 165 Economics as an Experimental Science (Undergraduate)

S25

Student Success Teaching Assistant

ECON 1 Introductory Microeconomics (Undergraduate)

F23

Teaching Assistant

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

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