

Lingxi Hua

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Education

UNIVERSITY OF COLORADO BOULDER | Boulder, CO
Ph.D. in Marketing

Expected May 2030

DUKE UNIVERSITY | Durham, NC | GPA: 3.87/4.0
Master of Arts in Economics

May 2025

Academic awards: Duke Economics Master's Scholar Award

HAVERFORD COLLEGE | Haverford, PA | GPA: 3.895/4.0
Bachelor of Arts in Economics, Psychology Minor, Statistics Minor
Honors: Cum Laude, High Honors in Economics

May 2023

Research Interests

Judgment and decision-making, behavioral economics, price evaluation

Research Experience

RESEARCH ASSISTANT | FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY | Durham, NC Dec. 2023 – Present

- Conducted comprehensive literature reviews of 27 articles on intergenerational discounting and designed experiments to test how individuals discount future generations' welfare via an intergenerational sustainability dilemma game
- Designed a 3-phase experiment to test the relationship between individual maximization tendencies and information search: developed hypothetical scenarios in the first two phases to assess baseline information search behaviors and designed a third phase involving incentivized choices
- Prepared documents for IRB review, programmed phases 1 and 2 in Qualtrics, incorporating dynamic elements such as interactive information display and delay timers for controlled page transitions
- Conducted phase 1 of the experiment on Prolific and performed data analysis with 200 subjects
- Developed a Python program to automatically calculate individuals' discount rates from 12 survey responses and used the program for data analysis of over 400 subjects

INDEPENDENT STUDY | DUKE UNIVERSITY | Durham, NC

Jan. 2024 – May 2025

- Collaborated on designing and conducting a pilot study on public perceptions of behavioral inconsistencies in economic theory and the impact of complexity on these perceptions: programmed the experiment in oTree, published it via Prolific, conducted data analysis, and co-authored a paper reporting the results
- Improved the experimental design as an extension of the initial project and programmed the refined version in oTree

SENIOR THESIS | HAVERFORD COLLEGE | Haverford, PA

Aug. 2022 – May 2023

- Designed an experiment to study how patterns in prospect theory regarding risk and loss aversion differ in individual and group decision-making
- Programmed the experiment in oTree, managed in-person data collection in a computer lab with 72 subjects, conducted data analysis, and reported on the experiment

RESEARCH ASSISTANT | HAVERFORD COLLEGE | Haverford, PA

May 2021 – Aug. 2021

- Refined a model using data from different central banks worldwide to predict the decision-making framework of monetary policy committees via Python

Teaching Experience

TEACHING ASSISTANT | FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY | Durham, NC Oct. 2023 – Dec. 2023,
Jun. 2024 – Aug. 2024

- Graded team cases involving conjoint analysis and the final capstone project for the Master of Quantitative Management (MQM) Marketing Intelligence class
- Graded assignments and answered student questions about Python and R in the class forum for the MQM Programming for Data Analytics class

TEACHING ASSISTANT | HAVERFORD COLLEGE | Haverford, PA

Aug. 2021 – May 2023

- Graded problem sets and led weekly tutoring sessions in the Question Center to help students better understand the course material for Introduction to Econometrics, Analytical Methods of Economics, Advanced Microeconomics, and Intermediate Microeconomics

Additional Information

Languages: Mandarin (native) and English (fluent)

Technical skills: Microsoft Excel, PowerPoint, Word; STATA, R; Python; LaTeX; Qualtrics, and oTree