

Benson Tsz Kin LEUNG

Academic Positions

2021 -	Assistant Professor, Hong Kong Baptist University.
2018 - 2021	Postdoctoral Research Associate, University of Cambridge-INET Institute.
2018 - 2019	Bye Fellow, Fitzwilliam College, University of Cambridge.

Education

2013 - 2018	Ph.D. Economics, Toulouse School of Economics. Thesis: "Essays in Information Disclosure and Processing Behavior".
2012 - 2013	M.A. Economics, Toulouse School of Economics.
2011 - 2012	M.Sc. Applied Economics, City University of Hong Kong.
2008 - 2011	B.B.A. Marketing (minor: Mathematics), Hong Kong University of Science and Technology.

Publications

1. "Innovation Diffusion among Case-based Decision Makers", Accepted at Journal of Economics and Management Strategy.
2. "Risk attitude and Belief Updating: Theory and Experiment" with Evelyn Y.H. Huang, *Frontiers in Psychology* 14 (2023): 1281296, Abstract published at the Proceedings of the Annual Meeting of the Cognitive Science Society 45 (45).
3. "Limited Cognitive Ability and Selective Information Processing", *Games and Economic Behavior* 120 (2020): 345-369.

Working Papers

1. "Learning in a Small/Big World", August 2025, 1st round R&R at IER.
2. "Distracted from Comparison: Product Design and Advertisement with Limited Attention", June 2025, with Johannes Johnen, 3rd round R&R at AEJ-Micro.
3. "Information Overload and Confirmation Bias", June 2025, with Lorenz Goette and Hua-Jing Han, 2st round R&R at GEB.
4. "Dancing around the Elephant in the Room: Information Avoidance and Willful Justification", August 2025, with Evelyn Y.H. Huang.
5. "A Simple Model of Memory-Based Belief Formation: Application on Narrative Persuasion", September 2023.
6. "Social Media & Political Competition", November 2020, with Pinar Yildirim.

External Grants

2024	"Complexity of Information", JPY 200,000, Joint Usage/Research Grant 2024 (Behavioral Economics), Institute of Social and Economic Research, Osaka University.
2024 - 2026	"Simple and Complex Information: Demand, Belief Updating and Decision-Making", HKD 554,950, Early Career Scheme, Hong Kong Research Grant Council.