

Fan (Hugh) Su

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Tsinghua University, 30 Shuangqing Road, Haidian District, Beijing, China

EDUCATION

University of Geneva (UNIGE), Switzerland

Sept. 2024 – Dec. 2026 (expected)

Master in Innovation, Human Development and Sustainability (MSc)

Dual Degree Program with Tsinghua University

Tsinghua University (THU), China

Sept. 2023 – Dec. 2026 (expected)

Master of Science in Public Administration (MSc in PA), Public Policy for Sustainable Development Goals, GPA: 3.93/4.0

Selected Neuroscience & Computational Modeling Courses: Mathematical Principles of Neuroscience (A); From Cognition to Intelligence: Computational Modeling and Inspirations from Psychology and Behavior (A); Brain and Cognitive Science II (A-)

Selected Quantitative Methods Courses: Applied Econometrics (A); Experimental Economics (A-); Social Science Research Methods II (A-)

University of California, San Diego (UCSD), USA

March 2022 – June 2022

Visiting Student, competitively selected by ZJUT

Selected Courses: Climate Crisis (A), Introduction to Statistics using R (A)

Zhejiang University of Technology (ZJUT), China

Sept. 2019 – June 2023

Bachelor of Science in Administrative Management, Rank: 1/57

Exceptional Honors Student (only three in ZJUT 2023)

Selected Quantitative Courses: Calculus II (A), Statistics (A), Big Data & Statistical Software (A)

RESEARCH INTERESTS

Neuroeconomics & Computational Decision Science: neural and cognitive mechanisms of social norms and behavioral interventions; computational modeling of learning, memory, and decision dynamics

Behavioral & Experimental Economics: integrating laboratory experiments, large-scale field experiments, and longitudinal intervention data to explain treatment heterogeneity, persistence, and decay

RESEARCH EXPERIENCE

Research Assistant – PI: Prof. Lusha Zhu

May 2026 – Present

Neuroeconomics Lab, School of Psychological and Cognitive Sciences, Peking University, Beijing

- Exploring how information may activate competing norms during decision-making and shape individual and social welfare
- Developing an integrated research design combining reduced-form analysis, neurocomputational modeling (drift-diffusion models), laboratory experiments, and field experiments

Research Assistant – PI: Prof. Junming Zhu

Sept. 2023 – Present

Institute for Sustainable Development Goals, Tsinghua University (TUSDG), Beijing

- Originated the research idea and led study design, volunteer recruitment, and field implementation for food-delivery carbon-reduction experiments (2,000+ participants; 30+ member research team), resulting in a co-first-authored manuscript under minor revision (3rd round) at *Nature Human Behaviour*

Research Assistant – PI: Prof. Wendong Wei

June 2023 – Sept. 2025

SJTU–UNIDO Joint Institute for Growth, Shanghai Jiao Tong University

- Co-led a 2023 national rural photovoltaic survey (1,000+ villages) and a 2025 urban–rural sustainability survey (10,000+ questionnaires), contributing to questionnaire design, field-team recruitment, and project management
- Used the 2023 survey data to identify three distinct rural photovoltaic deployment models and analyze farmers' adoption drivers, resulting in a co-authored article in *Carbon Footprints*

Coder and Reviewer – PI: Prof. Thomas Hale

May 2021 – March 2023

Oxford Covid-19 Government Response Tracker (OxCGRT), University of Oxford, China Subnational Team

- Led development of a Chinese subnational COVID-19 policy database comprising 30,000+ records across 10 provinces; recruited and trained 20+ team members
- Received the Best Contributor Award as one of two recipients in the China region

Research Intern – PI: Prof. Zhifu Mi

Aug. 2022 – March 2023

Bartlett School, University College London (UCL)

- Developed an automated literature-retrieval pipeline for IPCC Assessment Reports AR1–AR6, using regular expressions to extract information from PDF reports, retrieve source records for 3,000+ cited authors, and build a citation-author database

PEER-REVIEWED RESEARCH

- [1] Zhangming Ge[†], **Fan Su**[†], Junming Zhu, Guojun He*. Turning green choices into green deliveries in two-sided markets. *Nature Human Behaviour* (Minor Revision, 3rd round) [\[Preregistration\]](#)
[†] Equal contribution; co-first authors listed alphabetically.

- [2] **Fan Su**, Fan Liang, Tom Christensen, Ziyi Wang, Kan Jia*. “We need your lead”: Understanding NGO-led coproduction from the participants’ motivation in China. *Public Management Review* (Revise & Resubmit).

The following publications were completed during my undergraduate studies.

- [3] Wenhuan Wang*, **Fan Su**, Sichen Wang, et al. Bio-straw or not? Determinants of consumption intention under the plastic straw ban. *Environmental Science and Pollution Research*, 2023, 30, 75002–75014. [\[Link\]](#)
- [4] Dan Yan, **Fan Su**, Zhiwen Wang, Zezhou Chen, Yu Lei, Bin Ye*. Going High-quality Development in China’s coal-based cities: How heterogeneous green innovation promotes carbon emission performance. *Environment, Development and Sustainability*, 2024, 26(6), 13921–13941. [\[Link\]](#)
- [5] Kai Fang*, Anqi Xu, et al., **Fan Su**. Progress towards sustainable development goals in the belt and road initiative countries. *Journal of Cleaner Production*, 2023, 424, 238808. [\[Link\]](#)
- [6] Zheng Zhen, Pengfei Zhang, Jiaying Cao, **Fan Su**, Wendong Wei*. Distributed photovoltaic adoption in rural Shandong, China: status, challenges, and influential factors. *Carbon Footprints*, 2024, 3(2), 7. [\[Link\]](#)
- [7] Cong Cao, Tianlan Wei*, Shengyuan Xu, **Fan Su**, Haiquan Fang. Comprehensive evaluation of higher education systems using indicators: PCA and EWM methods. *Humanities and Social Sciences Communications*, 2023, 10(1), 432. [\[Link\]](#)
- [8] Dan Yan, et al., **Fan Su**. Spatiotemporal regularity and socioeconomic drivers of the AQI in the Yangtze River Delta of China. *International Journal of Environmental Research and Public Health*, 2023, 19(15), 9017. [\[Link\]](#)

RESEARCH IN PROGRESS

- [1] **Fan Su**. *Linking Decision Neuroscience and Behavioral Policy: A Mechanism-Constrained Diagnostic Tool*. Accepted poster, 2026 Annual Meeting of the Society for NeuroEconomics, Pasadena, California, Oct. 2026.
- Trained a computational model on longitudinal intervention data compiled from published studies and a moral-decision database to characterize the persistence and decay of behavioral effects
 - Developed a preliminary interactive visualization and diagnostic tool to explore model-implied intervention dynamics and candidate mechanisms
- [2] **Fan Su**, Jessica Smith, Junming Zhu. *From Sustainability Knowledge Infrastructure to Organizational Practice: Tracing the Translation of Transnational Standards across Research and Market Intermediaries*. Manuscript in preparation, in collaboration with UNEP FI.
- Analyzed 997 publications, citation contexts in 467 papers, and 158 independent market mentions to distinguish the circulation, interpretation, and operational use of transnational sustainability standards
 - Assembled and am leading a research team to build a corpus expected to exceed 1,000,000 scientific papers citing United Nations reports and investigate how those reports are used and characterized
- [3] **Fan Su**, Yunlu Yin, Zhangming Ge, Junming Zhu. *How Leading Financial Livestreamers Combine Market Forecasting with Product Promotion*. Research in progress.
- Using livestreamer monitoring data from Sunnetech Co. to examine how leading financial livestreamers forecast financial markets and integrate those predictions into their marketing strategies

PROFESSIONAL EXPERIENCE

Human Behavior Lab, WeChat Public Account

July 2026 – Present

Founder and Editor

- Publish accessible Chinese summaries of behavioral and neuroscience research from leading journals, including *Nature*, *Science*, *Neuron*, *PNAS*, *Psychological Science*, and UTD24 journals
- Published 50+ posts for 1,000+ followers, generating 24,000+ cumulative views and 1,000+ shares; selected posts were acknowledged and shared by study authors

UNEP Finance Initiative, Switzerland

Aug. 2025 – Feb. 2026

Intern, Academic Engagement Team

- Established academic advisory committees and conducted bibliometric analysis of 500+ reports (110,000+ citations)
- Led research on academic impact across banking, insurance, and investment sectors
- Invited by Prof. Peter Tufano (Harvard Business School) to join Financial Economics of Climate & Sustainability (FECS) Global Doctoral Reading Group (from Feb. 2026)

Environmental Defense Fund (EDF), China

June 2025 – Aug. 2025

Climate Corps Fellow

- Developed automated CBAM tax tool with dynamic EU parameters for steel/aluminum procurement
- Analyzed 400,000 tons carbon reduction potential and €80M cost savings under CBAM regulations
- Established partnerships with major Chinese manufacturers for low-carbon procurement transitions

China Public Management Community (NPO), Online

March 2021 – Sept. 2023

Editor-in-Chief, International Division

- Led editorial team translating research from leading journals (PAR, JPART) to Chinese audiences
- Published 50+ paper interpretations, grew platform to 100,000+ WeChat followers

GRANTS

- **National Key R&D Program of China** Jan. 2023 – June 2025
Member: Green, Low-Carbon Transition Mechanisms and Pathways (No. 2023YFE0104600), Int'l Cooperation based on Horizon Europe, funding: ¥3,000,000
- **National Undergraduate Innovation Program** June 2022 – June 2023
Project Lead: Carbon Emission Performance in Chinese Coal-Based Cities (No. 202210337013), funding: ¥10,000
- **Xinmiao Talent Program of Zhejiang Province** Jan. 2022 – Jan. 2023
Project Lead: Pro-Environmental Behavior under Compulsory Policy Tools (No. 2022R403A034), funding: ¥10,000

COMPETITION AWARDS

- **First Prize – World Champion**, Tsinghua International Case Analysis Competition of Public Policy on SDGs (2022)
- **First Prize (Top 1%)**, China National Univ. Student Social Practice & Science Contest on Energy Saving & Emission Reduction (2022)
- **Meritorious Winner (Top 7%)**, Interdisciplinary Contest in Modeling (ICM, 2022)

HONORS AND AWARDS

- Comprehensive Scholarship for Graduate Students, Tsinghua University (2024)
- Contributor of the Month Award, Oxford Covid-19 Government Response Tracker, University of Oxford (2023)
- Top 10 Best Students, Zhejiang University of Technology (2023)

PEER REVIEW SERVICE

Anonymous reviewer for *Asia Europe Journal*; *Natural Resources Forum*; *Frontiers in Environmental Science*; *Frontiers in Earth Science*; and *Journal of Infrastructure, Policy and Development*.

SKILLS

Technical: Python, R, Stata, LaTeX; SPSS, AMOS, Gephi

Computational Methods: cognitive and dynamical-systems modeling, simulation, data visualization

Experimental Methods: laboratory and field experiments, longitudinal intervention analysis, surveys

Research Tools: reproducible analysis, interactive web-based simulation and visualization

Languages: English (Fluent), Chinese (Native)