

# CHANALAK CHAISRIKAK

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## Research Interests

Behavioral Economics • Experimental Economics • Lab Experiment

## Education

2020 – Present      Ph.D. in Economics, Chulalongkorn University  
*Dissertation: Social Preferences and Group Heterogeneity*

2016                  M.Ec. in Economics, Chulalongkorn University  
*Thesis: Experimental Economics of Incentive Types on Donation*

2013                  B.Ec. in Economics, Thammasat University

## Publications

### Journal Articles

Chaisrilak, C., & Chaiwat, T. (under revision). When Context Shapes Preferences: Norm Erosion and Endogenous Inequity Aversion. *Games* (Behavioral and Experimental Game Theory).

Chaiwat, T., Muthitacharoen, A., & Chaisrilak, C. (2024). Cognitive reflection and social proof: Navigating complex tax incentives for retirement savings. *Journal of Aging & Social Policy*. Advance online publication.  
<https://doi.org/10.1080/08959420.2024.2347808>

## Research Projects

### Researcher

2025                  Carbon Tax Salience and Fuel Consumption Behavior — in collaboration with PTT Oil and Retail Business PCL and Bangkok Corporation PCL

2025                  Comparative Study of the Impact on the Operations of the Stock Exchange of Thailand: Private Sector vs. Public Agency (Phase 2) — funded by the Stock Exchange of Thailand

2025                  Survey and Analysis of Thailand's Informal Debt Situation: An In-depth Behavioral and Economic Context Analysis — funded by Krungthai Bank

2025                  Handbook Development for Lab-in-the-Field Experiments and Randomized Controlled Trials (RCT) — submitted to Thailand Development Research Institute (TDRI)

2023                  Behavioral Economics and Field Experiments to Promote Public Participation in Local Governance — funded by the Program Management Unit for Area-Based Development (PMU-A)

- 2023 Thai Society Free from Corruption through Innovation and Technology: Developing Recommendations to Promote Learning on Ethics, Integrity, and Anti-Corruption in Ethical Schools
- 2021 Study of Investment Behavior of Potential Investors Aged 18–39 — funded by the Stock Exchange of Thailand
- 2021 Questionnaire Design and Data Collection to Develop an Online Learning Innovation System for Parents to Address Children's Mobile Phone Addiction — funded by Thai Health Promotion Foundation (ThaiHealth)
- 2020 Economic Experiments to Promote Pro-Environmental Behavior — funded by the Institute for Public Policy and Development (IPPD)
- 2020 Research for a Corruption-Free Thai Society (Phase 2): Economic Experiments for Integrating Anti-Corruption Prevention — funded by the National Science Research and Innovation Fund (NSRF)
- 2019 Study of Behavioral Insights of Bond Investors for Factsheet Development — funded by the Securities and Exchange Commission (SEC)
- 2019 Survey of Thailand's Gig Economy — funded by Thai Health Promotion Foundation (ThaiHealth)
- 2019 Economic Experiments to Promote Waste Sorting Behavior — funded by Coca-Cola (Thailand) Co., Ltd. and Sansiri PCL
- 2019 "Return, Lying and Shame" — Center for Behavioral and Experimental Economics, Chulalongkorn University

### **Research Assistant**

- 2024 Retirement Investment and Tax Incentives — funded by the National Research Council of Thailand (NRCT)
- 2024 Study of Productivity Effects from ChatGPT Usage Using Economic Experiments
- 2023 Policy Development to Promote Quality of Life and Protection for Informal Workers — funded by the Office of Informal Labour Policy, Ministry of Labour
- 2022 Study of Investor Behavior and Policy Recommendations to Promote Mutual Fund Investment in Thailand — funded by the Securities and Exchange Commission (SEC)
- 2021 Capacity Building for Bank of Thailand Personnel in Behavioral and Experimental Economics
- 2019 Advancing Policy Recommendations on Platform Workers' Quality of Life — funded by the Office of Informal Labour Policy, Ministry of Labour
- 2019 "Veil of Ignorance, Deservingness and Inheritance: Lessons for Intergenerational Transmission"

2019	"Ethical Voting"
2018	"An Experimental Study of Risk and Time Preference" — Center for Behavioral and Experimental Economics, Chulalongkorn University
2015 - 2017	Development of a Behavioral Economics Network for Thai Population Well-being — funded by Thai Health Promotion Foundation (ThaiHealth)

## Presentations & Workshops

### Academic Presentations

- *"Identity Strength, Group Heterogeneity, and the Allocation of Public and Club Goods: Evidence from a Laboratory Experiment"* — PIER Research Workshop 2025, Nakhon Ratchasima (24–25 July 2025)
- "Effectiveness of Opt-in and Opt-out Punishment Mechanisms under Heterogenous Society: Evidence from Public Good Game" — 2024 Economic Science Association (ESA) Asia-Pacific Meeting, Nanyang Technological University, Singapore (17–19 May 2024)

### Public Lectures & Training

- *"Behavioral Economics and Social Behavior"* — Economics Training Program for Secondary School Social Studies Teachers (47th cohort), Economics Academic Service Center, Thammasat University (ERTC), 22 April 2026
- *"Nudge Concepts and Techniques to Improve Local Revenue Collection Efficiency"* — Research Seminar Workshop, College of Local Administration, Khon Kaen University, 7 September 2023
- *"Nudge Strategies to Increase Tax Compliance"* — Research and Consulting Project, College of Metropolitan Development, Navamindradhiraj University, July–August 2023
- *"From Emotion to Equality: Capturing Emotions in an Unequal Society"* — Bookscape Publishing with the Equitable Education Fund and the Center for Behavioral and Experimental Economics, September 2022
- *"How to Design Bins to Encourage Waste Sorting: Evidence from Economic Experiments"* — Sansiri x Bangkok Design Week x Tinkering Pot, Co-Living Space, The LINE Phahon-Pradipat, 9 February 2020
- *"Experimentation and Ztree Programming"* — Faculty of Economics, Khon Kaen University, August 2020