

# Wei Lu

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## EDUCATION

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<b>Rotman School of Management, University of Toronto</b> , Toronto, Canada <i>Ph.D. in Quantitative Marketing</i> <i>Committee: Avi Goldfarb (Chair), Daniel Goetz, Nitin Mehta, Matthew Osborne</i>	Expected 2023
<b>Toulouse School of Economics</b> , Toulouse, France <i>M.A. in Economics</i>	2017
<b>Central University of Finance and Economics</b> , Beijing, China <b>Victoria University</b> , Melbourne, Australia <i>B.A. in Economics and B.Bus., joint degree (with distinction)</i>	2015
<b>University of California, Los Angeles</b> , Los Angeles, California, USA Exchange student	2014

## RESEARCH INTEREST

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Topic: Economics of Digitization, Platform Design, Empirical Industrial Organization  
Method: Structural Modeling, Causal Inference, Machine Learning, Natural Language Processing

## WORKING PAPERS

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### **Product Development and Platform Design (Job Market Paper)**

Wei Lu, Avi Goldfarb, and Nitin Mehta

*ISMS Doctoral Dissertation Award, 2021*

### **Peer Effects from Friends and Strangers: Evidence from Random Matchmaking in an Online Game** (with Daniel Goetz) [\[SSRN\]](#)

*Accepted at EC'22. Recipient of TD MDAL Research Grant, 2021*

*Under review at Management Science*

### **Increasing Dynamic App Engagement with Peak-End Effects** (with Daniel Goetz)

*Recipient of BEAR/BI-Org Ph.D. Research Awards, 2021*

### **Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Non-transaction Sites** (with Claire Tsai and Ying Zeng)

*Recipient of TD MDAL Research Grant, 2021*

*Under review at Journal of Marketing Research*

## WORK IN PROGRESS

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### **Food Purchasing Patterns and Nutrition Quality in the Time of Pandemic: Evidence from COVID-19 and Lockdowns**

Wei Lu, Guanlan Hu, David Soberman, and Mary L'Abbé

### **Motivated Reasoning in the Field: Polarization in Precedent, Prose, and Policy in U.S. Circuit Courts**

Wei Lu, Daniel L. Chen

## CONFERENCE PRESENTATIONS

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The 23rd ACM Conference on Economics and Computation (EC'22)*, Boulder, CO	2022
ISMS Marketing Science Conference, Chicago, IL	2022
TD MDAL Research Roundtable, Toronto, ON	2022
ISMS Marketing Science Conference, Rochester, NY	2021
Trans-Atlantic Doctoral Conference, London, UK	2021
EMAC Conference, Madrid, Spain* (* presented by coauthor)	2021
The 2018 Meetings of The Canadian Law and Economics Association, Toronto, ON	2018

## GRANTS, HONORS & AWARDS

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Doctoral Completion Award	2022
Winner, ISMS Doctoral Dissertation Proposal Competition	2021
BEAR/BI-Org Ph.D. Research Awards (CAD \$6900)	2021
TD MDAL Research Grant (CAD \$5000, with Daniel Goetz)	2021
TD MDAL Research Grant (CAD \$5000, with Claire Tsai, and Ying Zeng)	2021
NBER Digitization Tutorial Fellow	2021
ISMS Marketing Science Conference Doctoral Consortium Fellow	2020
NBER Young Scholars Workshop on the Economics of Artificial Intelligence Fellow	2019, 2020
Quantitative Marketing and Structural Econometrics Workshop Participant	2019
University of Toronto Fellowships	2017-2023
Director's Scholarship	2017-2019
Best Undergraduate Thesis Award	2015
Outstanding Graduate of Beijing City	2015

## TEACHING EXPERIENCE

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### **Project Coach, University of Toronto**

Management Analytics Practicum ( <i>Master of Management Analytics</i> ), Instructor: Dmitry Krass	2021
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### **Teaching Assistant, University of Toronto**

Pricing ( <i>Undergraduate</i> ), Instructor: Matthew Osborne	2020
Statistics for Management ( <i>MBA</i> ), Instructor: Sridhar Moorthy	2020
Introduction to Big Data Analysis ( <i>MMA</i> ), Instructor: Daniel Goetz	2019-2021
Analytics for Marketing Strategy ( <i>MMA</i> ), Instructor: Nitin Mehta	2019
Principles of Marketing ( <i>Undergraduate</i> ), Instructor: Zachary Zhong	2019
Consumer Behaviour ( <i>Undergraduate</i> ), Instructor: Scott Hawkins	2019

## SELECTED GRADUATE COURSEWORK

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### Economics

Competition and Market Strategies (TSE)  
Microeconomics I (TSE)  
Microeconomics II (TSE)  
Microeconomics II (UofT)  
Econometrics I (UofT)  
Econometrics I (TSE)  
Econometrics II (UofT)  
Industrial Organization II (UofT)  
The Econometrics of Program Evaluation (TSE)  
Empirical Applications of Economic Theory (UofT)  
Methods for Empirical Microeconomics (UofT)  
Statistical Methods for Machine Learning II (UofT, audited)

### Marketing

Marketing Strategy I (UofT)  
Marketing Strategy II (UofT)  
Advanced Topics in Marketing Strategy (UofT)  
Judgement and Decision Making Theory (UofT)  
Experimental Economics (UofT)  
Empirical Methods in Marketing (UofT)

### Instructors

Doh-Shin Jeon  
Renato Gomes  
Patrick Rey  
Martin Osborne  
Jiaying Gu and Yuanyuan Wan  
Eric Gautier  
Adonis Yatchew & Victor Aguirregabiria  
Victor Aguirregabiria  
Sylvain Chabé-Ferret  
Eduardo Souza-Rodrigues  
Arthur Blouin  
David Duvenaud & Jesse Bettencourt  
  
Pankaj Aggarwal & Claire Tsai  
Sridhar Moorthy & Avi Goldfarb  
David Soberman  
Dilip Soman  
Tanjim Hossain  
Matthew Osborne

## MISCELLANEOUS

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*Computer Skills:* Python, R, MATLAB, Stata, SPSS, SAS.

*Languages:* English (fluent), Mandarin (native), French (beginner)

## REFERENCES

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### Avi Goldfarb (Supervisor)

Rotman Chair in Artificial Intelligence and Healthcare  
Professor of Marketing  
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### Matthew Osborne

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### Nitin Mehta

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### Daniel Goetz

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