

Wei Lu

Rotman School of Management
University of Toronto
105 St George St, Toronto, ON M5S 3E6

✉ wei.lu@rotman.utoronto.ca
☎ +1 (647) 860-9616
🏠 arthurweilu.com

EDUCATION

Rotman School of Management, University of Toronto , Toronto, Canada <i>Ph.D. in Marketing</i>	Expected 2023
Toulouse School of Economics , Toulouse, France <i>M.Sc. in Economics</i>	2017
Central University of Finance and Economics , Beijing, China Victoria University , Melbourne, Australia <i>B.A. in Economics and B.Bus., joint degree (with distinction)</i>	2015
University of California, Los Angeles , Los Angeles, USA <i>Exchange student</i>	2014

RESEARCH INTEREST

Topic: Economics of Platforms and Algorithms

Method: Structural Modeling, Causal Inference, Machine Learning, Natural Language Processing

WORKING PAPERS

Product Development and Platform Design (First author; with Avi Goldfarb and Nitin Mehta)

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

Under review at Management Science

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

Revise and Resubmit at Journal of Marketing Research

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

Motivated Reasoning in the Field: Polarization in Precedent, Prose, and Policy in U.S. Circuit Courts
(First author; with Daniel L. Chen)

CONFERENCE PRESENTATIONS

PDMA Innovators Conference and JPIM Research Forum, Orlando, FL	2022
ISMS Marketing Science Conference, Chicago, IL	2022
TD MDAL Research Roundtable, Toronto, ON, Canada	2022
ISMS Marketing Science Conference, Rochester, NY	2021
Trans-Atlantic Doctoral Conference, London, UK	2021

GRANTS, HONORS & AWARDS

First-place Winner, PDMA Doctoral Dissertation Proposal Competition	2022
Doctoral Completion Award	2022
Winner, ISMS Doctoral Dissertation Proposal Competition	2021
BEAR/BI-Org Ph.D. Research Awards (CAD \$6,900)	2021
TD MDAL Research Grant (CAD \$10,000)	2021
ISMS Marketing Science Conference Doctoral Consortium Fellow	2020
University of Toronto Fellowships	2017-2023
Director's Scholarship	2017-2019
Best Undergraduate Thesis Award	2015
Outstanding Graduate of Beijing City	2015

MISCELLANEOUS

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

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

REFERENCES

Avi Goldfarb (Supervisor)

Rotman Chair in Artificial Intelligence and Healthcare
Professor of Marketing
Rotman School of Management
105 St George St, Toronto, ON M5S 3E6
☎+1 (416) 946-8604
✉ agoldfarb@rotman.utoronto.ca

Matthew Osborne

Associate Professor of Marketing
Director of Master of Management and Innovation Program
Institute for Management and Innovation
Rotman School of Management
3359 Mississauga Road, Mississauga, ON L5L 1C6
☎+1 (905) 569-5794
✉ matthew.osborne@rotman.utoronto.ca

Nitin Mehta

Marketing Area Coordinator
Ellison Professor of Marketing
Rotman School of Management
105 St George St, Toronto, ON M5S 3E6
☎+1 (416) 978-4961
✉ nitin.mehta@rotman.utoronto.ca

Daniel Goetz

Assistant Professor of Marketing
Rotman School of Management
3359 Mississauga Road, Mississauga, ON L5L 1C6
☎+1 (905) 828-3902
✉ daniel.goetz@rotman.utoronto.ca