

# Wei Lu

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*Last Updated: March, 2023*

## ACADEMIC APPOINTMENT

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**Baruch College, City University of New York**  
*Assistant Professor in Marketing*

Aug 2023 -

## EDUCATION

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**Rotman School of Management, University of Toronto** (Toronto, Canada) 2023  
*Ph.D. in Management (Quantitative Marketing)*

**Toulouse School of Economics** (Toulouse, France) 2017  
*Master in Economics (Economic Theory and Econometrics)*

**Central University of Finance and Economics** (Beijing, China) 2015  
*Bachelor of Economics*

**Victoria University** (Melbourne, Australia)  
*Bachelor of Business (joint degree)*

## WORKING PAPERS

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**Product Development and Platform Design**  
(with Avi Goldfarb and Nitin Mehta)

**Absent Ties and Product Diffusion** (with Daniel Goetz)

**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*

## WORK IN PROGRESS

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**Food Purchasing Patterns and Nutrition Quality in the Time of Pandemic: Evidence from COVID-19 and Lockdowns** (with Guanlan Hu, David Soberman and Mary L'Abbé)

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

## PRESENTATIONS

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PDMA Innovators Conference and JPIM Research Forum, Orlando, FL 2022

ISMS Marketing Science Conference, Chicago, IL 2022

TD MDAL Research Roundtable, Toronto, Canada 2022

ISMS Marketing Science Conference, Rochester, NY 2021

Trans-Atlantic Doctoral Conference, London, United Kingdom 2021

## GRANTS, HONORS & AWARDS

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PDMA Doctoral Dissertation Award	2022
Doctoral Completion Award	2022
ISMS Doctoral Dissertation Award	2021
BEAR/BI-Org Ph.D. Research Awards	2021
TD MDAL Research Grant	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	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 (*Master of Management Analytics*)

### **Teaching Assistant, University of Toronto**

*Bachelor of Commerce (BCom):*

Principles of Marketing , Consumer Behaviour, Pricing

*Master of Business Administration (MBA):*

Statistics for Management

*Master of Management Analytics (MMA):*

Introduction to Big Data Analysis, Analytics for Marketing Strategy

## MISCELLANEOUS

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*Computer Skills:* Python, Java, R, MATLAB, Stata.

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