

Wei Lu

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CURRENT POSITION

Baruch College, City University of New York (CUNY)
Assistant Professor of Marketing, Zicklin School of Business

2023 – Present

EDUCATION

University of Toronto Toronto, Canada
Ph.D. in Marketing, Rotman School of Management, 2023
Three Essays on The Economics of Video Games Platforms
Committee: Avi Goldfarb (Chair), Daniel Goetz, Nitin Mehta, Matthew Osborne

Toulouse School of Economics Toulouse, France
M.Sc. in Economics (Economic Theory and Econometrics, Ph.D. track), 2017

Central University of Finance and Economics, Beijing, China
Bachelor of Economics, 2015

Victoria University, Melbourne, Australia
Bachelor of Business (joint program), 2015

PUBLICATIONS

Wei Lu, Daniel L. Chen (2025). [Motivated Reasoning in the Field: Polarization of Prose, Precedent, and Policy in US Circuit Courts, 1891–2013](#). *PLOS ONE*, 20(3), e0318790.
Media coverage: [Washington Post](#)

Zeng Ying, Claire I. Tsai, Wei Lu (2023). [Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Communication Sites](#). *Advances in Consumer Research*, 51, 532-532. (Extended abstract)

Daniel Goetz, Wei Lu (2022). [Peer effects from friends and strangers: Evidence from random matchmaking in an online game](#). In *Proceedings of the 23rd ACM Conference on Economics and Computation* (pp. 285-286). (Extended abstract)

WORKING PAPERS

Wei Lu, Daniel L. Chen, Christian Hansen (2025). Aligning Large Language Model Agents with Rational and Kantian Preferences [\[Link\]](#)

Wei Lu, Avi Goldfarb, Nitin Mehta (2025). Product Development and Platform Fees Design [\[Link\]](#)

Daniel Goetz, Wei Lu (2025). Absent Ties and Product Diffusion [\[Link\]](#)
Revise and Resubmit at Journal of Marketing Research

Daniel Goetz, Wei Lu (2025). Fair Match or Fun Match? Maximizing User Engagement Under Fairness Constraints in Online Gaming

Guanlan Hu, Wei Lu, David Soberman, Mary L'Abbé (2025). The Rebound Effect of Forced Changes on Food Purchasing Behaviors and Nutrition Disparities Caused by the COVID-19 Pandemic
Revise and Resubmit at Nature Human Behaviour
Media coverage: National Post

Zeng Ying, Claire I. Tsai, Wei Lu (2025). Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Non-transaction Sites
Invited for resubmission at Journal of Marketing Research

CONFERENCE PRESENTATIONS	Responsible Research in Business and Management (RRBM) Junior Faculty Summit, New York, NY	2025
	ISMS Marketing Science Conference, Washington DC	2025
	Marketing Dynamics Conference, Santorini, Greece	2024
	International Industrial Organization Conference, Boston, MA	2024
	Next Generation of Antitrust, Data Privacy and Data Protection Scholars Conference, New York, NY	2024
	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
HONORS & AWARDS	Doctoral Completion Award, University of Toronto	2022
	PDMA Doctoral Dissertation Award	2022
	ISMS Doctoral Dissertation Award	2021
	University of Toronto Fellowships	2017 – 2023
	Director’s Scholarship, University of Toronto	2017 – 2019
	Best Undergraduate Thesis Award, CUFE	2015
	Outstanding Graduate of Beijing City	2015
GRANTS & FELLOWSHIPS	PSC-CUNY Research Award – Traditional A	2024
	ISMS Early-Career Scholars Camp Fellow	2023
	NBER Digitization Tutorial Fellow	2021
	BEAR/BI-Org Ph.D. Research Award	2021
	TD MDAL Research Grant	2021
	ISMS Marketing Science Conference Doctoral Consortium Fellow	2020
COURSES & TEACHING	MKT3620 Digital Transformation of Marketing, Baruch College (Undergraduate)	2024, 2025
PROFESSIONAL & UNIVERSITY SERVICE	Referee Service: <i>Management Science</i> , <i>Review of Economics and Statistics</i> , <i>Real Estate Economics</i> , <i>Artificial Intelligence and Law</i> , <i>PSC-CUNY Research Award Program</i>	
	Conference Discussant: International Industrial Organization Conference, 2024	
	Service to the University: Undergraduate honor thesis mentor	2024 –

[Last updated: 2025-05-25]