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
Dissertation: *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, 2015

RESEARCH INTERESTS

Substantive: Platform Economics, Product Design and Adoption, Generative AI

Methodological: Structural Modeling, Causal Inference, NLP, ML & AI

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

WORKING PAPERS

Wei Lu, Daniel L. Chen, Christian B. Hansen (2025). Aligning Large Language Model Agents with Rational and Moral Preferences: A Supervised Fine-Tuning Approach
Under review, **Information System Research**

Wei Lu, Avi Goldfarb, Nitin Mehta (2025). Product Development and Platform Fees Design
Major Revision, **Management Science**

Daniel Goetz*, Wei Lu* (2025). Absent Ties and Product Diffusion
Risky Revision, **Journal of Marketing Research**
Extended abstract at *Proceedings of the 23rd ACM Conference on Economics and Computation*, 2022, pp. 285-286.

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

Zeng Ying, Claire I. Tsai, Wei Lu (2025). Evaluation Inflation: Sellers' Implicit Requests Inflate Consumer Ratings on Transaction Sites
Revising for 3rd round review, **Journal of Marketing Research**
Extended abstract at *Advances in Consumer Research*, 2023, 51, 532-532.

*equal contribution

Guanlan Hu, Wei Lu, David Soberman, Mary L'Abbé (2025). Short- and long-term shifts in food purchasing behaviors and nutrition disparities during and after the COVID-19 pandemic
Revise and Resubmit, **Nature Human Behaviour**
Media coverage: National Post

SELECTED WORK-IN-PROGRESS	DEI's Double Edged Impacts: Machine-Learning-Based Causal Evidence from Steam Game Sales and User Reviews (with Masakazu Ishihara and Ian Kim)	
CONFERENCE PRESENTATIONS	Conference on AI, ML, and Business Analytics, New York, NY	2025
	NYU-TAU AI and the Future of Collaborative Innovation Workshop, New York, NY	2025
	3rd Annual Business & Generative AI Conference, San Francisco, CA	2025
	ISMS Marketing Science Conference, Washington, D.C.	2025
	Responsible Research in Business and Management (RRBM) Junior Faculty Summit, New York, NY	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	Faculty Fellowship Publication Program fellow, CUNY	2025
	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

TEACHING	MKT 3620 Digital Transformation of Marketing (Undergraduate)	2024 – 2025
	BUS 88500 Doctoral Seminar: Research Methods (Graduate, Guest Lecture)	2024

PROFESSIONAL & UNIVERSITY SERVICE

Referee Service: *Management Science, Review of Economics and Statistics, Real Estate Economics, Artificial Intelligence and Law, PSC-CUNY Research Award Program*

Conference Discussant: International Industrial Organization Conference, 2024

Service to the University: Undergraduate honor thesis mentor   2024 – 2025

[Last updated: 2025-12-03]