

Meng LIU

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ACADEMIC POSITIONS

Washington University in St. Louis Assistant Professor of Marketing	Jul 2019 - current (maternity leave 2022)
Stanford Digital Fellow, Digital Economy Lab (DEL)	Jul 2020 - current
MIT Research Fellow, Initiative on the Digital Economy	Jul 2018 - current
Washington University in St. Louis Visiting Assistant Professor of Marketing	Jul 2018 - June 2019
MIT Post-doctoral Associate, Initiative on the Digital Economy	Sep 2015 - Jun 2018

RESEARCH INTEREST

Economics of AI/Algorithms, Market Design, Quantitative Marketing

EDUCATION

Ph.D. in Economics, Clemson University	May 2015
B.S., <i>magna cum laude</i> , in Mathematical Economics, Ball State University	Jul 2009

PEER-REVIEWED PUBLICATIONS

- “Designing Quality Certificate: Insights from eBay” by Xiang Hui, Ginger Jin, and Meng Liu, **Journal of Marketing Research** (2024)
- “Algorithm Aversion: Evidence from Ridesharing Drivers” by Meng Liu, Xiaocheng Tang, Siyuan Xia, Shuo Zhang, Yuting Zhu, Qianying Meng, **Management Science (Special Issue on The Human-Algorithm Connection)** (2023)
 - Best Paper Award Runner-up, 2023 MSI China Conference
 - Media: South China Morning Post
- “Targeted Incentives, Broad Impacts: Evidence from an E-commerce Platform” by Xiang Hui, Meng Liu, and Tat Chan, **Quantitative Marketing and Economics** (2023)
- “Do Computers Reduce the Value of Worker Persistence?” by Erik Brynjolfsson, Meng Liu, and George Westerman, **Journal of Management Information Systems** (2022)
- “Do Digital Platforms Reduce Moral Hazard? The Case of Taxis and Uber” by Meng Liu, Erik Brynjolfsson, and Jason Dowlatabadi, **Management Science** (2021)
 - Finalist, Best IS Paper in Management Science 2023, 2024

- Best Conference Paper Award Runner-up, 2018 Conference on Information Systems and Technology
 - Media: VoxEU, MarketWatch, MIT Sloan
6. “The Geography of Ridesharing: A Case Study of New York City” by Tom Lam, Meng Liu, and Xiang Hui, **Information Economics and Policy** (2021)
 7. “Forecasting the Spread of COVID-19 under Different Reopening Strategies” by Meng Liu, Raphael Thomadsen, and Song Yao, **Scientific Reports** (2020)
 8. “Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform” by Erik Brynjolfsson, Xiang Hui, and Meng Liu, **Management Science** (2019)
 - Cited by the 2024 Economic Report of the President
 - Best Conference Paper Award Runner-up, 2018 Workshop on Information Systems and Economics
 - Media: the Washington Post, VoxEU, Slator, MIT Sloan

WORKING PAPERS

1. “Referrers v.s. Referees: How Do Referral Programs Work on Social Media?” with Cheng Lu, Xiang Hui, and Dennis Zhang
2. “Does Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow’s Zestimate” with Runshan Fu and Ginger Jin
3. “Quality Certificates Alleviate Consumer Aversion to Sponsored Search Advertising” with Xiang Hui and Raphael Thomadsen
4. “The Effect of Intellectual Protection Policies on Online Retail Platforms” with Shuo Zhang, Xiang Hui, Tat Chan, Tianjun Feng, and Fuqiang Zhang

OTHER PUBLICATIONS

1. Brynjolfsson, Erik (MIT and NBER), Xiang Hui (WUSTL), and Meng Liu “Artificial Intelligence Can Transform the Economy”, Op-Ed, *The Washington Post*, September 2018.

REFeree SERVICE

- Serve as a co-editor at *Information Economics and Policy* starting Jan 2023
- Serve on the Editorial Review Board of *Marketing Science* starting January 1, 2022
- Reviewed for the following journals: *American Economic Review*, *Journal of Political Economy*, *American Economic Journal: Economic Policy*, *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Information Systems Research*, *Production and Operations Management*, *Scientific Reports*, *Journal of Management Information Systems*, *Service Science*, *Journal of Economics & Management Strategy*
- Member of the scientific committee for Online Research Seminar on Digital Businesses

AWARDS

Finalist, Best IS Paper in Management Science 2024
 Finalist, Best IS Paper in Management Science 2023
 Best Paper Award Runner-up, 2023 MSI China Conference
 Best Paper Award Runner-up, Conference on Information Systems and Technology 2018

Best Paper Award Runner-up, Workshop on Information Systems and Economics 2018
Best Paper Award, Workshop on E-Business, ICIS 2017

CONFERENCE AND SEMINAR PRESENTATIONS

(*indicates presentation by coauthors)

2024:

HEC Lausanne

The Chinese University of Hong Kong

The Hong Kong University of Science and Technology

The University of Hong Kong

The Hong Kong Polytechnic University

City University of Hong Kong

Workshop on Platform Analytics (WoPA)*

HBS Conference on Digital Competition and Tech Regulation

University at Buffalo

Harvard Business School

2023:

Northwestern Research Roundtable on Platform Dynamics

Conference on Information Systems and Technology

NBER Economics of Artificial Intelligence Conference

Temple University

The Platform Strategy Symposium (as discussant)

Marketing Science conference*

Management, Analytics & Data Conference (MAD)

Carnegie Mellon University

Bass Forms conference (as discussant)

Boston U. Online Research Seminar on Digital Businesses

2022:

Conference on Information Systems and Technology*

NBER Summer Institute, IT and Digitization track*

Platform Strategy Research Symposium*

Marketing Science Conference

Toulouse Online Seminar on the Economics of Platforms

HBS Data Science in a Digital World: Methodology, Organization, and Management

International Industrial Organization Conference*

Amazon CoreAI

WashU marketing area workshop

2021:

Conference on Artificial Intelligence, Machine Learning, and Business Analytics

WashU marketing area workshop

Toulouse conference on Digital Economics

2020:

Conference on Digital Experimentation (CODE)

Conference of Information Systems and Technology (CIST)

Marketing Science Annual Conference

Bass FORMS Conference

Fudan University

2019:

Platform Strategy Research Symposium

ZEW Conference on the Economics of Communication Technologies

Munich Summer Institute

Boston Federal Reserve

Washington U. in St Louis Marketing Lunch Seminar

2018:

Workshop on Information Systems and Economics (WISE)
 Federal Communications Commission
 Conference of Information Systems and Technology (CIST)
 Conference on Digital Experimentation (CODE)
 NBER Summer Institute plenary joint session of IO and Digitization
 Summer Institute in Competitive Strategy (SICS)
 Marketing Science
 University of Washington
 Erasmus University
 National University of Singapore
 American Economic Association Annual Meeting
 2017:
 INFORMS
 University of New Hampshire
 Erasmus University
 Stanford Workshop on Marketplace Innovation, Marketing Science
 IDEI-TSE-IASST Conference on The Economics of Intellectual Property, Software and the Internet
 American Economic Association Annual Meeting
 2016:
 INFORMS
 International Industrial Organization Conference
 MIT Sloan

TEACHING

Washington U. in St Louis, Instructor <i>A/B Testing in Business and Social Science</i>	Spring 2022
Washington U. in St Louis, Instructor <i>A/B Testing in Business and Social Science</i>	Fall 2021
Washington U. in St Louis, Instructor <i>A/B Testing in Business and Social Science</i>	Spring 2021
Washington U. in St Louis, Instructor <i>A/B Testing in Business and Social Science</i> Session 1	Spring 2020 Avg. 9.35/10, Median 10/10
Session 2	Avg. 9.35/10, Median 10/10
Session 3	Avg. 8.29/10, Median 9/10
Session 4	Avg. 8.72/10, Median 10/10
Session 5	Avg. 8.48/10, Median 9/10
Session 6	Avg. 9.30/10, Median 10/10
Session 7	Avg. 9.07/10, Median 10/10
Washington U. in St Louis, Faculty Mentor <i>Customer Analytics Lab</i> , Prof. Seethu Seetharaman	Spring 2019, Fall 2019
MIT Sloan, Teaching Assistant <i>Analytics Lab</i> , Prof. Erik Brynjolfsson and Prof. Sinan Aral	Fall 2017, Fall 2016
Clemson University, Independent Instructor	

Principles of Microeconomics

Fall 2013, Spring 2014

Clemson University, Instructor

Ph.D. Qualifying Exam Review Class

Summer 2011

Clemson University, Teaching Assistant

Graduate-level Econometrics II, Prof. Thomas Mroz

Spring 2012

Principles of Microeconomics, Prof. Charles Thomas

Fall 2010, Fall 2011

Principles of Macroeconomics, Prof. Scott Baier

Spring 2011, Spring 2013