

# Meng LIU

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## ACADEMIC POSITIONS

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

## RESEARCH INTEREST

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Economics of AI/Algorithms, Market Design, Quantitative Marketing

## EDUCATION

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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

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1. “Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform”, published in **Management Science**  
Brynjolfsson, Erik (MIT and NBER), Xiang Hui (WUSTL), and Meng Liu (WUSTL)
  - Best Conference Paper Award Runner-up, 2018 Workshop on Information Systems and Economics
  - Media: the Washington Post, VoxEU, Slator, MIT Sloan
2. “Do Digital Platforms Reduce Moral Hazard? The Case of Taxis and Uber”, published in **Management Science**  
Liu, Meng (WUSTL), Erik Brynjolfsson (MIT and NBER), and Jason Dowlatabadi (Uber Technologies)
  - Finalist, Best IS Paper in Management Science 2023
  - Best Conference Paper Award Runner-up, 2018 Conference on Information Systems and Technology
  - Media: VoxEU, MarketWatch, MIT Sloan
3. “Forecasting the Spread of COVID-19 under Different Reopening Strategies”, published in **Scientific Reports**  
Meng Liu (WUSTL), Raphael Thomadsen (WUSTL), and Song Yao (WUSTL)
4. “The Geography of Ridesharing: A Case Study of New York City”, published in **Information Economics and Policy**  
Lam, Tom (Clemson U.), Meng Liu (WUSTL), and Xiang Hui (WUSTL)

5. “Do Computers Reduce the Value of Worker Persistence?”, published in **Journal of Management Information Systems**  
Brynjolfsson, Erik (MIT and NBER), Meng Liu (WUSTL), and George Westerman (MIT)
6. “Targeted Incentives, Broad Impacts: Evidence from an E-commerce Platform”, forthcoming in **Quantitative Marketing and Economics**  
Hui, Xiang (WUSTL), Meng Liu (WUSTL), and Tat Chan (WUSTL)
7. “Algorithm Aversion: Evidence from Ridesharing Drivers”, forthcoming in **Management Science (Special Issue on The Human-Algorithm Connection)**  
Meng Liu (WUSTL), Xiaocheng Tang (Meta), Siyuan Xia (SJTU), Shuo Zhang (SJTU), Yuting Zhu (NUS), Qianying Meng
  - Best Paper Award Runner-up, 2023 MSI China Conference
  - Media: South China Morning Post

## WORKING PAPERS

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1. “Designing Quality Certificate: Insights from eBay”, Revise and Resubmit at **Journal of Marketing Research**  
Xiang Hui (WUSTL), Ginger Jin (U. of Maryland and NBER), and Meng Liu (WUSTL)
2. “Does Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow’s Zestimate”  
Runshan Fu (CMU), Ginger Jin (U. of Maryland and NBER), and Meng Liu (WUSTL)
3. “Quality Certificates Alleviate Consumer Aversion to Sponsored Search Advertising”  
Xiang Hui (WUSTL), Meng Liu (WUSTL), and Raphael Thomadsen (WUSTL)
4. “The Effect of Intellectual Protection Policies on Online Retail Platforms”  
Tat Chan (WUSTL), Tianjun Feng (Fudan U.), Xiang Hui (WUSTL), Meng Liu (WUSTL), Fuqiang Zhang (WUSTL), Shuo Zhang (Shanghai Jiaotong U.)

## OTHER PUBLICATIONS

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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

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- 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*
- Member of the scientific committee for Online Research Seminar on Digital Businesses

## AWARDS

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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

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(\*indicates presentation by coauthors)

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

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<b>Washington U. in St Louis, Instructor</b> <i>A/B Testing in Business and Social Science</i>	Spring 2022
<b>Washington U. in St Louis, Instructor</b> <i>A/B Testing in Business and Social Science</i>	Fall 2021
<b>Washington U. in St Louis, Instructor</b> <i>A/B Testing in Business and Social Science</i>	Spring 2021
<b>Washington U. in St Louis, Instructor</b> <i>A/B Testing in Business and Social Science</i>	Spring 2020
<i>Session 1</i>	Avg. 9.35/10, Median 10/10
<i>Session 2</i>	Avg. 9.35/10, Median 10/10
<i>Session 3</i>	Avg. 8.29/10, Median 9/10
<i>Session 4</i>	Avg. 8.72/10, Median 10/10
<i>Session 5</i>	Avg. 8.48/10, Median 9/10
<i>Session 6</i>	Avg. 9.30/10, Median 10/10
<i>Session 7</i>	Avg. 9.07/10, Median 10/10
<b>Washington U. in St Louis, Faculty Mentor</b> <i>Customer Analytics Lab, Prof. Seethu Seetharaman</i>	Spring 2019, Fall 2019
<b>MIT Sloan, Teaching Assistant</b> <i>Analytics Lab, Prof. Erik Brynjolfsson and Prof. Sinan Aral</i>	Fall 2017, Fall 2016
<b>Clemson University, Independent Instructor</b> <i>Principles of Microeconomics</i>	Fall 2013, Spring 2014
<b>Clemson University, Instructor</b> <i>Ph.D. Qualifying Exam Review Class</i>	Summer 2011
<b>Clemson University, Teaching Assistant</b> <i>Graduate-level Econometrics II, Prof. Thomas Mroz</i>	Spring 2012
<i>Principles of Microeconomics, Prof. Charles Thomas</i>	Fall 2010, Fall 2011
<i>Principles of Macroeconomics, Prof. Scott Baier</i>	Spring 2011, Spring 2013