

Meng LIU

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ACADEMIC POSITIONS

Washington University in St. Louis Assistant Professor of Marketing	Jul 2019 - current
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

Quantitative Marketing, Economics of Digitization, Industrial Organization

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

1. Brynjolfsson, Erik (MIT and NBER), Xiang Hui (WUSTL), and Meng Liu “**Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform**” (NBER Working Paper No. 24917) Published in *Management Science*
 - Best Conference Paper Award Runner-up, 2018 Workshop on Information Systems and Economics
 - Media: the Washington Post, VoxEU, Slator, MIT Sloan
2. Liu, Meng, Erik Brynjolfsson (MIT and NBER), and Jason Dowlatabadi (Uber Technologies) “**Do Digital Platforms Reduce Moral Hazard? The Case of Taxis and Uber**” (NBER Working Paper No. 25015) Published in *Management Science*
 - Best Conference Paper Award Runner-up, 2018 Conference on Information Systems and Technology
 - Media: VoxEU, MarketWatch, MIT Sloan
3. Meng Liu, Raphael Thomadsen (WUSTL), and Song Yao (WUSTL) “**Forecasting the Spread of COVID-19 under Different Reopening Strategies**” Published in *Scientific Reports*
 - Media: CNN, NBC, MedicalXpress, WebMD, US News and World Report, Salon, The Hill, BGR, HealthDay, DailyMail, The Times of India, UPI, Consumer Affairs, WUSTL theSource, Healio, among others
4. Lam, Tom (Clemson U.), Meng Liu, and Xiang Hui (WUSTL) “**The Geography of Ridesharing: A Case Study of New York City**” published in *Information Economics and Policy*
5. Brynjolfsson, Erik (MIT and NBER), Meng Liu, and George Westerman (MIT) “**Do Computers Reduce the Value of Worker Persistence?**” forthcoming in *Journal of Management Information Systems*

WORKING PAPERS

1. Hui, Xiang (WUSTL), Meng Liu, and Tat Chan (WUSTL) “**Targeted Incentives, Broad Impacts: Evidence from an E-commerce Platform**”
2. “**Designing Quality Certificate: Insights from eBay**”
With Xiang Hui (WUSTL) and Ginger Jin (University of Maryland and NBER)
3. “**Interactive Algorithms: Evidence from Zillow.com**”
With Runshan Fu (Carnegie Mellon University) and Ginger Jin (University of Maryland and NBER)

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 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*, *Information Systems Research*, *Production and Operations Management*, *Scientific Reports*

AWARDS

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

2021:

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

A/B Testing in Business and Social Science

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

Customer Analytics Lab, Prof. Seethu Seetharaman

Spring 2019, Fall 2019

MIT Sloan, Teaching Assistant

Analytics Lab, 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