

# 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”** (NBER Working Paper No. 24917) Brynjolfsson, Erik (MIT and NBER), Xiang Hui (WUSTL), and Meng Liu, 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. **“Do Digital Platforms Reduce Moral Hazard? The Case of Taxis and Uber”** (NBER Working Paper No. 25015) Liu, Meng, Erik Brynjolfsson (MIT and NBER), and Jason Dowlatabadi (Uber Technologies), published in **Management Science**
  - 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”** Meng Liu, Raphael Thomadsen (WUSTL), and Song Yao (WUSTL), 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. **“The Geography of Ridesharing: A Case Study of New York City”** Lam, Tom (Clemson U.), Meng Liu, and Xiang Hui (WUSTL), published in **Information Economics and Policy**
5. **“Do Computers Reduce the Value of Worker Persistence?”** Brynjolfsson, Erik (MIT and NBER), Meng Liu, and George Westerman (MIT), forthcoming in **Journal of Management Information Systems**

## WORKING PAPERS

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

## 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 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

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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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2022:

Amazon CoreAI (scheduled)  
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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### **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