

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

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

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), published in **Journal of Management Information Systems**

WORKING PAPERS

1. **“Algorithm Aversion: Evidence from Ridesharing Drivers”** *Minor Revision* at Management Science
Meng Liu, Xiaocheng Tang (Meta), Siyuan Xia (SJTU), Shuo Zhang (SJTU), and Yuting Zhu (NUS)
2. **“Targeted Incentives, Broad Impacts: Evidence from an E-commerce Platform”** *Conditional Accept* at Quantitative Marketing and Economics
Hui, Xiang (WUSTL), Meng Liu (WUSTL), and Tat Chan (WUSTL)
3. **“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)
4. **“Human-Algorithm Interactions: Evidence from Zillow.com”**
Runshan Fu (CMU), Ginger Jin (U. of Maryland and NBER), and Meng Liu (WUSTL)
5. **“Quality Certificates Alleviate Consumer Aversion to Sponsored Search Advertising”**
Xiang Hui (WUSTL), Meng Liu (WUSTL), and Raphael Thomadsen (WUSTL)

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
- Member of the scientific committee for Online Research Seminar on Digital Businesses
- 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*, *Journal of Management Information Systems*, *Service Science*

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

(*indicates presentation by coauthors)

2023:

Marketing Science conference (scheduled)

Management, Analytics & Data Conference (MAD) (scheduled)

Carnegie Mellon U. (scheduled)

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
A/B Testing in Business and Social Science

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>	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
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 <i>Principles of Microeconomics</i>	Fall 2013, Spring 2014
Clemson University, Instructor <i>Ph.D. Qualifying Exam Review Class</i>	Summer 2011
Clemson University, Teaching Assistant <i>Graduate-level Econometrics II</i> , Prof. Thomas Mroz	Spring 2012
<i>Principles of Microeconomics</i> , Prof. Charles Thomas	Fall 2010, Fall 2011
<i>Principles of Macroeconomics</i> , Prof. Scott Baier	Spring 2011, Spring 2013