Meng Liu

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St. Louis, MO 63130

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Academic Positions

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

Research Interest

Economics of AI/Algorithms, Market Design, Quantitative Marketing

Education

Ph.D. in Economics, Clemson University — May 2015
B.S., *magna cum laude*, in Mathematical Economics, Ball State University — Jul 2009

Peer-reviewed Publications

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)
   - 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

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

8. "Designing Quality Certificate: Insights from eBay", Accepted by **Journal of Marketing Research**
Xiang Hui (WUSTL), Ginger Jin (U. of Maryland and NBER), and Meng Liu (WUSTL)

WORKING PAPERS

1. "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)

2. "Quality Certificates Alleviate Consumer Aversion to Sponsored Search Advertising"
Xiang Hui (WUSTL), Meng Liu (WUSTL), and Raphael Thomadsen (WUSTL)

3. "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

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-IAST 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
A/B Testing in Business and Social Science   Fall 2021

Washington U. in St Louis, Instructor
A/B Testing in Business and Social Science   Spring 2021

Washington U. in St Louis, Instructor
A/B Testing in Business and Social Science   Spring 2020
Session 1   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