

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”**
Meng Liu, Xiaocheng Tang (Meta), Siyuan Xia (SJTU), Shuo Zhang (SJTU), and Yuting Zhu (NUS)
2. **“Quality Certificates Alleviate Consumer Aversion to Sponsored Search Advertising”**
Xiang Hui (WUSTL) and Meng Liu (WUSTL)
3. **“Designing Quality Certificate: Insights from eBay”**
With Xiang Hui (WUSTL) and Ginger Jin (U. of Maryland and NBER)
4. **“Human-Algorithm Interactions: Evidence from Zillow.com”**
With Runshan Fu (CMU) and Ginger Jin (U. of Maryland and NBER)
5. **“Targeted Incentives, Broad Impacts: Evidence from an E-commerce Platform”**
with Hui, Xiang (WUSTL) and Tat Chan (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 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*, *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)

2022:

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 <i>A/B Testing in Business and Social Science</i>	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> Session 1 Session 2 Session 3 Session 4	Spring 2020 Avg. 9.35/10, Median 10/10 Avg. 9.35/10, Median 10/10 Avg. 8.29/10, Median 9/10 Avg. 8.72/10, Median 10/10

Session 5
Session 6
Session 7

Avg. 8.48/10, Median 9/10
Avg. 9.30/10, Median 10/10
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
Principles of Microeconomics, Prof. Charles Thomas
Principles of Macroeconomics, Prof. Scott Baier

Spring 2012
Fall 2010, Fall 2011
Spring 2011, Spring 2013