

Wei (Arthur) Lu

Zicklin School of Business
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APPOINTMENTS

Assistant Professor of Marketing 2023–
CUNY–Baruch College, Zicklin School of Business

EDUCATION

Ph.D. in Marketing, University of Toronto, Toronto, Canada 2023
Dissertation: Three Essays on The Economics of Video Games Platforms
Committee: Avi Goldfarb (Chair), Daniel Goetz, Nitin Mehta, Matthew Osborne
Master of Economics, Toulouse School of Economics, Toulouse, France 2017
Bachelor of Economics, Central University of Finance and Economics, Beijing, China 2015
Bachelor of Business, Victoria University, Melbourne, Australia 2015

RESEARCH AREAS

Digital Marketing, Empirical Industrial Organization, Platform Economics, Natural Language Processing

WORKING PAPERS

Product Development and Platform Design (with Avi Goldfarb and Nitin Mehta)
Absent Ties and Product Diffusion (with Daniel Goetz)
Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Non-transaction Sites (with Ying Zeng and Claire Tsai)
Motivated Reasoning in the Field: Polarization of Prose, Precedent, and Policy in U.S. Circuit Courts, 1900-2013 (with Daniel L. Chen)

CONFERENCE PRESENTATIONS

PDMA Innovators Conference and JPIM Research Forum, Orlando, FL 2022
ISMS Marketing Science Conference, Chicago, IL 2022
TD MDAL Research Roundtable, Toronto, Canada 2022
ISMS Marketing Science Conference, Rochester, NY 2021
Trans-Atlantic Doctoral Conference, London, United Kingdom 2021

GRANTS AND AWARDS

Awards and Honors

ISMS Early-Career Scholars Camp Fellow	2023
PDMA Doctoral Dissertation Award	2022
Doctoral Completion Award, UofT	2022
ISMS Doctoral Dissertation Award	2021
NBER Digitization Tutorial Fellow	2021
ISMS Marketing Science Conference Doctoral Consortium Fellow	2020
Quantitative Marketing and Structural Econometrics Workshop	2019
University of Toronto Fellowships	2017-2023
Director's Scholarship, UofT	2017-2019
Best Undergraduate Thesis Award, CUFE	2015
Outstanding Graduate of Beijing City	2015

Grants and Fellowships

BEAR/BI-Org Ph.D. Research Awards (\$6,000)	2021
TD MDAL Research Grant (\$15,000)	2021

SERVICE

Academic Journal Peer Review

Management Science

Real Estate Economics

Funding Agency Peer Review

Research Grants Council of Hong Kong

Updated November 2023