Cheng Lu

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Education

Olin Business School, Washington University in St. Louis
Ph.D. Student in Marketing Science   2023 – Present

London Business School
M.A. in Management   2022 – 2023

Tsinghua University
B.S. in Economics and Finance   2018 – 2022

Research Interest

Substantive: User-Generated Content (UGC) Platforms, Social Networks
Methodological: Causal Inference, Field Experiment, Econometrics, Machine Learning

Research

Working Papers

- Guangying Chen, Cheng Lu, Tat Y. Chan, Zhengling Qi, Dennis J. Zhang, and Industry Collaborators. "A New Estimator for Encouragement Design in Randomized Controlled Trials When the Exclusion Restriction Is Violated" [Link]

  Runner-up for the 2024 INFORMS Information Systems Cluster Best Paper Award (Top 5%)

- Meng Liu, Cheng Lu, Xiang Hui, and Dennis J. Zhang. "Referrers vs. Referees: How Do Reactivation Referral Programs Work on Social Media?" [Link], *Under Review*

Work in Progress

- Meng Liu, Cheng Lu, Shilei Luo, Xiang Hui, and Dennis J. Zhang. "Unexpected Consequences in Recommender-Based Content Moderation"

Conference Presentations

"A New Estimator for Encouragement Design in Randomized Controlled Trials When the Exclusion Restriction Is Violated"

INFORMS Annual Meeting, Seattle, WA	2024
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT	2024

Teaching Experience

Teaching Assistant - Washington University in St. Louis

Applied Marketing Research (Undergraduate)	FL 2024
Marketing Research (Master)	FL 2024
Understanding & Conducting Business Experiments (Undergraduate)	SP 2025
A/B Testing in Business and Social Science (Master)	SP 2025

Honors and Awards

Runner-up for the 2024 INFORMS Information Systems Cluster Best Paper Award (Top 5%)	2024
Doctoral Fellowship, Olin Business School, Washington University in St. Louis	2023
Outstanding Student Scholarship, Tsinghua University	2018