

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: Social Media Platforms, Artificial Intelligence

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], Major Revision at **Marketing Science**
Runner-up for the 2024 INFORMS Information Systems Cluster Best Paper Award (Top 5%)
- Meng Liu, Cheng Lu, Xiang Hui, and Dennis J. Zhang. “How Effective Are Reactivation Referral Programs? Evidence from a Major Social Media Platform” [Link], Risky Revision at **Journal of Marketing Research**

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, Atlanta, GA

2025

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT

2024

INFORMS Annual Meeting, Seattle, WA

2024

“How Effective Are Reactivation Referral Programs? Evidence from a Major Social Media Platform”

ISMS Marketing Science Conference, Washington, DC

2025

Teaching Experience

Teaching Assistant - Washington University in St. Louis

Applied Marketing Research (Undergraduate)

FL 2024, FL 2025

Marketing Research Analytics (Master)

FL 2024, FL 2025

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