

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

- Chen, Guangying, Cheng Lu, Tat Y. Chan, Zhengling Qi, Dennis J. Zhang, and Industry Collaborators.
“A New Estimator for Randomized Control Trials with Non-Compliance: Theory and Empirical Evidence.” [Link]

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

Teaching Experience

Teaching Assistant - Washington University in St. Louis

Applied Marketing Research (Undergraduate)

FL 2024

Marketing Research (MBA; Master)

FL 2024

Honors and Awards

Doctoral Fellowship, Olin Business School, Washington University in St. Louis

2023

Outstanding Student Scholarship, Tsinghua University

2018

Programming Skills

Python, R, SQL, C, MATLAB, \LaTeX