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 Field Experiments 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]

Conference Presentations

"A New Estimator for Encouragement Design in Field Experiments When the Exclusion Restriction Is Violated"

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

Teaching Experience

Teaching Assistant - Washington University in St. Louis

Applied Marketing Research (Undergraduate)	FL 2024
Marketing Research (MBA; Master)	FL 2024
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

Programming Skills

Python, R, SQL, C, MATLAB, LaTeX