

# Cheng Lu

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## Education

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<b>Olin Business School, Washington University in St. Louis</b> Ph.D. Student in Marketing Science	2023 – Present
<b>London Business School</b> M.A. in Management	2022 – 2023
<b>Tsinghua University</b> B.S. in Economics and Finance	2018 – 2022

## Research Interest

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**Substantive:** User-Generated Content (UGC) Platforms, Social Networks

**Methodological:** Causal Inference, Field Experiment, Econometrics, Machine Learning

## Research

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### 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, Dennis J. Zhang, and Industry Collaborators. “Referrers vs. Referees: How Do Reactivation Referral Programs Work on Social Media?” [Link]

## Conference Presentations

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<b>“A New Estimator for Encouragement Design in Field Experiments When the Exclusion Restriction Is Violated”</b>	
INFORMS Annual Meeting, Seattle	2024
2024 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven	2024

## Teaching Experience

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<b>Teaching Assistant</b> - 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

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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

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Python, R, SQL, C, MATLAB,  $\text{\LaTeX}$