

Cheng Lu

cheng.lu@wustl.edu | +1 314-365-9561 | <https://chenglu1999.github.io/>

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 |