

July 2024

**Michael Luca**

mluca@jhu.edu

**PRIMARY APPOINTMENT**

- 2024–Present Professor, Johns Hopkins University, Carey Business School
- 2024–Present Director, Technology and Society Initiative, Johns Hopkins University, Carey Business School
- 2017–2024 Lee J. Styslinger III Associate Professor, Harvard Business School, Harvard University
- 2016–2017 Visiting Assistant Professor, Stanford University
- 2011–2017 Assistant Professor, Harvard Business School, Harvard University

**OTHER AFFILIATIONS AND PROFESSIONAL ACTIVITIES**

- 2019–Present Faculty Research Fellow, National Bureau of Economic Research (NBER)
- 2023–Present NABE (National Association for Business Economics) Fellow

My current and past advisory roles include Board Member of the National Association for Business Economics (NABE), Advisory Board Member for the OECD Digital for SMEs Global Initiative, Academic Advisory Board Member of the Behavioural Insights Team, and Advisory Board Member for the CNBC Technology Executive Council.

**EDUCATION**

- Ph.D., Economics, Boston University, Boston, MA
- B.S., Mathematics and Economics, University at Albany, Albany, NY

**SELECT PAPERS**

- Aneja, Abhay, Michael Luca, and Oren Reshef. “The Benefits of Revealing Race: Evidence from Minority-owned Local Businesses” *Working paper*.
- Edelman, Benjamin G., Michael Luca, and Daniel Svirsky. “Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment,” *American Economic Journal: Applied Economic* Vol. 9, No. 2 (April 2017): 1-22. (Lead Article)
- Athey, Susan, Kristen Grabarz, Michael Luca and Nils Wernerfelt. “Digital Public Health Interventions at Scale: The Impact of Social Media Advertising on Beliefs and Outcomes Related to

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COVID-19 Vaccines.” *Proceedings of the National Academy of Sciences*, Vol. 120, No. 5 (January 2023).

Jin, Ginger, Michael Luca, and Daniel Martin. “Is No News (Perceived as) Bad News? An Experimental Investigation of Information Disclosure.” *American Economic Journal – Microeconomics*, Vol. 13, No. 2 (May 2021): 141–73. (Received AEJ Best Paper Award, 2022)

## **PUBLICATIONS**

Luca, Michael, Elizaveta Pronkina, and Michelangelo Rossi. “The Evolution of Discrimination in Online Markets: How the Rise in Anti-Asian Bias Affected Airbnb during the Pandemic”, *Marketing Science*, 2024.

Athey, Susan, Kristen Grabarz, Michael Luca and Nils Wernerfelt. “Digital Public Health Interventions at Scale: The Impact of Social Media Advertising on Beliefs and Outcomes Related to COVID-19 Vaccines.” *Proceedings of the National Academy of Sciences*, Vol. 120, No. 5 (January 2023).

Dai, Weijia, Hyunjin Kim, and Michael Luca. “Which Firms Gain from Digital Advertising? Evidence from a Field Experiment.” *Marketing Science*, Vol. 42, No. 3 (May-June 2023): 429-439.

Glaeser, Edward, Michael Luca, and Erica Moszkowski. “Gentrification and Retail Churn: Theory and Evidence.” *Regional Science and Urban Economics*, Vol. 100 (May 2023):103879.

Jin, Ginger, Michael Luca, and Daniel Martin. “Complex Disclosure.” *Management Science*, Vol. 68, No. 5 (May 2022): 3236–61. (Selected by editor as featured article)

Glaeser, Edward, Hyunjin Kim, and Michael Luca. “Nowcasting the Local Economy: Using Yelp Data to Measure Economic Activity at Scale.” *NBER Volume on Big Data and 21st Century Economic Statistics* (2022).

Balla-Elliott, Dylan, Zoe Cullen, Edward Glaeser, Michael Luca, and Christopher Stanton “Determinants of Small Business Reopening Decisions After COVID Restrictions Were Lifted,” *Journal of Policy Analysis and Management*, Vol. 41, No. 1 (Winter 2022): 278-317.

Luca, Michael and Oren Reshef, “The Effect of Price on Firm Reputation.” *Management Science*, Vol. 67, no. 7 (July 2021): 4408–19.

Glaeser, Edward, Ginger Jin, Ben Leyden, and Michael Luca. “Learning from Deregulation: The Asymmetric Impact of Lockdown and Reopening on Risky Behavior During COVID-19.” *Journal of Regional Science*, Vol. 61, No. 4 (June 2021): 696–709.

Jin, Ginger, Michael Luca, and Daniel Martin. “Is No News (Perceived as) Bad News? An Experimental Investigation of Information Disclosure.” *American Economic Journal – Microeconomics*, Vol. 13, No. 2 (May 2021): 141–73. (Received AEJ Best Paper Award, 2022)

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Bartik, Alexander, Marianne Bertrand, Zoe Cullen, Edward Glaeser, Michael Luca, and Christopher Stanton. “The Impact of COVID-19 on Small Business Outcomes and Expectations.” *Proceedings of the National Academy of Sciences*, Vol. 117, No. 30 (July 2020): 17656–66

Dai, Weijia and Michael Luca. “Digitizing Disclosure: The Case of Restaurant Hygiene Scores.” *American Economic Journal: Microeconomics*, Vol. 12, No. 2 (May 2020): 41–59.

Luca, Michael, Deepak Malhotra, and Christopher Poliquin. “The Impact of Mass Shootings on Gun Policy.” *Journal of Public Economics*, Vol. 181 (January 2020) : 104083.

Athey, Susan and Michael Luca. “Economists (and Economics) in Tech Companies.” *Journal of Economic Perspectives*, Vol. 33, No. 1 (Winter 2019): 209-230.

Kim, Hyunjin and Michael Luca. “Product Quality and Entering Through Tying: Experimental Evidence.” *Management Science*, Vol. 65, No. 2 (January 2019): 596-603.

Dai, Weijia, Ginger Jin, Jungmin Lee, and Michael Luca. “Aggregation of Consumer Ratings: An Application to Yelp.com.” *Quantitative Marketing and Economics*, Vol. 16 (September 2018): 289-339.

Glaeser, Edward L., Scott Duke Kominers, Michael Luca, and Nikhil Naik. “Big Data and Big Cities: The Promises and Limitations of Improved Measures of Urban Life.” *Economic Inquiry*, Vol. 56, No. 1 (January 2018): 114–137.

Glaeser, Edward, Hyunjin Kim, and Michael Luca. “Nowcasting Gentrification: Using Yelp Data to Quantify Neighborhood Change.” *American Economic Association: Papers and Proceedings*, Vol. 108 (May 2018): 77-82.

Luca, Michael, Deepak Malhotra, and Christopher Poliquin. “Handgun Waiting Periods Reduce Gun Deaths.” *Proceedings of the National Academy of Sciences*, Vol. 114, No. 46 (November 2017): 12162–12165.

Luca, Michael. “Designing Online Marketplaces: Trust and Reputation Mechanisms.” *NBER Innovation Policy and the Economy* (2017): 77-93.

Edelman, Benjamin G., Michael Luca, and Daniel Svirsky. “Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment,” *American Economic Journal: Applied Economic* Vol. 9, No. 2 (April 2017): 1-22. (Lead Article)

Luca, Michael, and Georgios Zervas. “Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud.” *Management Science*, Vol. 62, No. 12 (December 2016): 3412-427.

Gilchrist, Duncan S., Michael Luca, and Deepak Malhotra. “When  $3+1 > 4$ : Gift Structure and Reciprocity in the Field.” *Management Science*, Vol. 62, No. 9 (September 2016): 2639-2650.

Glaeser, Edward, Andrew Hillis, Scott Kominers, and Michael Luca. “Crowdsourcing City Government: Using Tournaments to Improve Inspection Accuracy,” *American Economic Review: Papers and Proceedings*, Vol. 106, No. 5 (May 2016): 114-118.

Chalfin, Aaron, Oren Danieli, Andrew Hillis, Zubin Jelveh, Michael Luca, Jens Ludwig, and Sendhil Mullainathan. “Productivity and Selection of Human Capital with Machine Learning,” *American Economic Review: Papers and Proceedings*, Vol. 106, No. 5 (May 2016): 124-127.

Luca, Michael. “User-Generated Content and Social Media.” March 2015. *Handbook of Media Economics*, Simon Anderson, David Strömberg and Joel Waldfogel, eds., Vol. 1 (December 2015): 564-590.

Luca, Michael, and Jonathan Smith. “Strategic Disclosure: The Case of Business School Rankings.” *Journal of Economic Behavior and Organization*, Vol. 112 (April 2015): 17-25.

Bardhan, Pranab, Michael Luca, Dilip Mookherjee, and Francisco Pino. “Evolution of Land Distribution in West Bengal 1967-2004: Role of Land Reform and Demographic Changes.” *Journal of Development Economics*, Vol. 110 (September 2014): 171-190.

Dobrescu, Loretta I., Michael Luca, and Alberto Motta. “What Makes a Critic Tick? Connected Authors and the Determinants of Book Reviews.” *Journal of Economic Behavior and Organization*, Vol. 96 (December 2013), 85-103.

Luca, Michael and Jonathan Smith. “Salience in Quality Disclosure: Evidence from the U.S. News College Rankings.” *Journal of Economics & Management Strategy*, 22, No. 1 (Spring 2013): 58–77.

## **WORKING PAPERS**

Aneja, Abhay, Michael Luca, and Oren Reshef. “The Benefits of Revealing Race: Evidence from Minority-owned Local Businesses”

Bartik, Alex, Zoe Cullen, Edward Glaeser, Michael Luca, Christopher Stanton, and Adi Sunderam. “When should public programs be privately administered? Theory and evidence from the Paycheck Protection Program”

Bartik, Alex, Zoe Cullen, Edward Glaeser, Michael Luca, and Christopher Stanton. “The Rise of Remote Work: Evidence from Business and Worker Surveys During the Pandemic”

Edelman, Benjamin, and Michael Luca. “Digital Discrimination: The Case of Airbnb.com.”

Luca, Michael. “Reviews, Reputation, and Revenue: The Case of Yelp.com.”

## **BOOK**

Bazerman, Max and Michael Luca. *The Power of Experiments: Decision Making in a Data-Driven World*, MIT Press. (March 2020).

## **SELECTED MANAGERIAL WRITING**

Karlan, Dean and Michael Luca, “How to Use Correlation to Make Predictions,” *Harvard Business Review, Digital*, April 2022.

Luca, Michael, “Leaders: Stop Confusing Correlation with Causation,” *Harvard Business Review, Digital*, November 2021.

Donaker, Geoff, Hyunjin Kim, and Michael Luca. “Designing Better Online Review Systems.” *Harvard Business Review* (November-December 2019).

Fisman, Ray, and Michael Luca. “Fixing Discrimination in Online Marketplaces.” *Harvard Business Review* 94, No. 12 (December 2016): 88–95. (Reprinted in *HBR’s 10 Best Reads on Platforms and Ecosystems*, 2020)

## **FULL LIST OF MANAGERIAL WRITING**

Luca, Michael, “The Imagination Muscle Review”, *Wall Street Journal*, June 2024.

Luca, Michael, “The Power of Instinct Review”, *Wall Street Journal*, June 2024.

Luca, Michael, “Third Millennium Thinking Review”, *Wall Street Journal*, May 2024.

Luca, Michael, “Cultures of Growth Review”, *Wall Street Journal*, March 2024.

Luca, Michael, “The Two-Parent Privilege Review”, *Wall Street Journal*, September 2023.

Luca, Michael, “The Sinister Logic of Hidden Online Fees,” *Wall Street Journal*, November 2022.

Luca, Michael, Elizaveta Pronkina, and Michelangelo Rossi, “Ensuring your Products Aren’t Used for Discrimination,” *Harvard Business Review*, October 2022.

Luca, Michael, “Two Books on the Data-Driven Mind,” *Wall Street Journal*, August 2022.

Luca, Michael, “In Defense of Anonymity,” *Wall Street Journal*, June 2022.

Luca, Michael, “What the Research Really Says about American Immigration,” *Washington Post*, June 2022.

Jin, Ginger, Michael Luca, and Daniel Martin, “Strategic Complexity? Using Experiments to Understand and Overcome Obfuscation,” *Management Science Blog*, June 2022.

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Karlan, Dean and Michael Luca, “How to Use Correlation to Make Predictions,” *Harvard Business Review, Digital*, April 2022.

Luca, Michael, “How Many Colleges Should You Apply To?” *Harvard Business Review, Ascend*, April 2022.

Luca, Michael, “‘Get it Done’ Review: A Mindset for Motivation,” *Wall Street Journal*, January 2022.

Luca, Michael, “Leaders: Stop Confusing Correlation with Causation,” *Harvard Business Review, Digital*, November 2021.

Luca, Michael, “Data-Driven Parenting: A Review of the Family Firm,” *Wall Street Journal*, September 2021.

Fisman, Ray and Michael Luca, “How Higher Wages Can Increase Profits,” *Wall Street Journal*, January 2021.

Luca, Michael, “Social Media Bans Are Really, Actually, Shockingly Common” *Wired*, January 2021.

Bartik, Alexander, Zoe Cullen, Edward Glaeser, Michael Luca, and Christopher Stanton, “How the COVID-19 Crisis is Reshaping Remote Working” *VOX EU*, July 2020.

Bartik, Alexander, Marianne Bertrand, Zoe Cullen, Edward Glaeser, Michael Luca, and Christopher Stanton, “A Way Forward for Small Businesses,” *Harvard Business Review, Digital*, April 2020.

Luca, Michael and Max Bazerman. “Want to Make Better Decisions? Start Experimenting.” *MIT Sloan Management Review* (Summer 2020).

Luca, Michael and Dan Svirsky, “Detecting and Mitigating Discrimination in Online Platforms: Lessons from Airbnb, Uber and others,” *Marketing Intelligence Review* (forthcoming)

Donaker, Geoff, Hyunjin Kim, and Michael Luca. “Designing Better Online Review Systems.” *Harvard Business Review* (November-December 2019).

Athey, Susan and Michael Luca. “Why Tech Companies Hire So Many Economists,” *Harvard Business Review, Digital*, February 2019.

Michael Luca. “Shutdown Shock May Endure for Federal Workers.” *The Wall Street Journal*, January 2019.

Fisman, Raymond and Michael Luca. “Did Free Pens Cause the Opioid Crisis?” *The Atlantic*, January-February 2019, Vol. 323, No. 1 (Jan/Feb 2019): 20-22.

Fossett, Jeff, Duncan Gilchrist, and Michael Luca. “Using Experiments to Launch New Products.” *Harvard Business Review, Digital*, November 2018.

Fisman, Raymond and Michael Luca. “How Amazon’s Higher Wages Could Increase Productivity.” *Harvard Business Review, Digital*, October 2018.

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Fisman, Raymond and Michael Luca. “How to Suppress your Inner Scrooge.” *The Wall Street Journal*, December 2017.

Donaker, Geoff and Michael Luca. “Why COOs Should Think Like Behavioral Economists.” *Harvard Business Review, Digital*, October 2017.

Williams, Rachel, Gauri Subramani, Michael Luca, and Geoff Donaker. “Lessons from Yelp’s Empirical Approach to Diversity.” *Harvard Business Review, Digital*, September 2017.

Gilchrist, Duncan and Michael Luca. “How Netflix’s Content Strategy is Reshaping Movie Culture.” *Harvard Business Review, Digital*, August, 2017.

Fisman, Raymond and Michael Luca. “Why We Don’t Value Flextime Enough.” *The Wall Street Journal*, March 2017.

Fisman, Ray and Michael Luca. “The Prophet of Profit.” *Slate*, February 2017.

Hillis, Andrew, Michael Luca, and Oren Danieli. “How to Hire with Algorithms.” *Harvard Business Review, Digital*, December, 2016.

McFadden, Craig, and Michael Luca. “How Streaming Is Changing Music (Again).” *Harvard Business Review, Digital*, December, 2016.

Fisman, Ray, and Michael Luca. “Fixing Discrimination in Online Marketplaces.” *Harvard Business Review* 94, No. 12 (December 2016): 88–95.

Fisman, Ray and Michael Luca. “Airbnb’s Plan to Fight Discrimination Doesn’t Go Nearly Far Enough.” *Slate*, September 2016.

Luca, Michael, Jon Kleinberg, and Sendhil Mullainathan. “Algorithms Need Managers Too,” *Harvard Business Review* Vol. 94, No. 1 (January–February 2016): 96–101. Reprinted in *HBR’s 10 Must Reads on AI, Analytics, and the New Machine Age* (2018, Harvard Business Press) Reprinted in *HBR’s 10 Must Reads 2017* (April 2017, Harvard Business Press)

Hauser, Oliver and Michael Luca. “How to Design (and Analyze) a Business Experiment.” *Harvard Business Review, Digital*, October 2015. Reprinted in *HBR Guide to Data Analytics Basics for Managers* (November 2016, Harvard Business Review). Reprinted in *HBR Guide to Data Analytics Basics for Managers* (April 2018, Harvard Business Review)

Jin, Ginger Zhe, Michael Luca, and Daniel Martin. “The Behavioural Economics of Voluntary Disclosure.” *VOX EU*, July 2015.

## **TEACHING EXPERIENCE**

At the MBA level, I have taught a range of courses including Data Driven Leadership, Behavioral Insights, The Online Economy: Strategy and Entrepreneurship, and Negotiation. I have also taught in

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executive education programs on business analytics, and on behavioral economics. At the doctoral level, I developed and taught a course on field experiments.

## **CASES AND TEACHING MATERIALS**

Luca, Michael, Jesse M. Shapiro, Cristopher Rosas, and Nathan Sun. "BigBank: Confidential Information for Lender." Harvard Business School Exercise 924-017, January 2024.

Luca, Michael, Jesse M. Shapiro, Cristopher Rosas, and Nathan Sun. "BigBank: Confidential Information for Borrower 1." Harvard Business School Exercise 924-015, January 2024.

Luca, Michael, Jesse M. Shapiro, Cristopher Rosas, and Nathan Sun. "BigBank: Confidential Information for Borrower 2." Harvard Business School Exercise 924-016, January 2024.

Luca, Michael, and Jesse M. Shapiro. "BigBank: Confidential Information Educator Supplement." Harvard Business School Spreadsheet Supplement 924-702, January 2024. (Revised May 2024.)

Luca, Michael, Jesse M. Shapiro, Adrian Obleton, Evelyn Ramirez, and Nathan Sun. "Experimenting with Algorithm Resume Screening." Harvard Business School Exercise 923-050, June 2023.

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Confidential Information for iBuyer 1." Harvard Business School Exercise 923-019 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Confidential Information for iBuyer 2." Harvard Business School Exercise 923-020 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Confidential Information for iBuyer 3." Harvard Business School Exercise 923-021 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Confidential Information for Homebuyer 1." Harvard Business School Exercise 923-016 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Confidential Information for Homebuyer 2." Harvard Business School Exercise 923-017 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Confidential Information for Homebuyer 3." Harvard Business School Exercise 923-018 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Updated Confidential Information for Homebuyer." Harvard Business School Exercise 923-022 (2022).

Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Updated Confidential Information for iBuyer." Harvard Business School Exercise 923-023 (2022).



Luca, Michael, Jesse M. Shapiro, and Nathan Sun. "Shanty Real Estate: Teaching Note." Harvard Business School Teaching Note 923-031, January 2023. (Teaching Note for HBS Case Nos. 923-016, 923-017, 923-018, 923-019, 923-020, 923-021, 923-022, and 923-023.)

Luca, Michael, Jesse Shapiro, and Julia Kelley. "Real Estate iBuying." Harvard Business School Technical Note 923-001 (2022, Revised 2023).

Luca, Michael. "The Role of Experiments in Organizations." Harvard Business School Module Note 920-044 (2020, Revised 2023).

Luca, Michael, Scott Stern, Devin Cook, and Hyunjin Kim. "Racial Discrimination on Airbnb," Harvard Business School Case 920-051 (2020, Revised 2022).

Luca, Michael, and Stacy Straaberg. "Racial Discrimination on Airbnb (B)," Harvard Business School Supplement 923-004 (2022, Revised 2023.)

Luca, Michael. "Racial Discrimination on Airbnb," Harvard Business School Teaching Note 920-039 (2020, Revised 2023).

Bazerman, Max, Michael Luca, and Marie Lawrence. "Behavior Change for Good," Harvard Business School Case 920-049 (2020).

Bazerman, Max, and Michael Luca. "Behavior Change for Good," Harvard Business School Teaching Note, 920-041 (2020).

Luca, Michael and Joshua Schwartzstein. "Managing Diversity and Inclusion at Yelp (A)." Harvard Business School Case 918-009 (2017, Revised 2023).

Luca, Michael and Joshua Schwartzstein. "Managing Diversity and Inclusion at Yelp (B)." Harvard Business School Case 918-012 (2017, Revised 2023).

Luca, Michael, Joshua R Schwartzstein, and Gauri Subramani. "Managing Diversity and Inclusion at Yelp." Harvard Business School Teaching Note, 918-039 (2018, Revised 2023).

Luca, Michael, Weijia Dai, and Hyunjin Kim. "Advertising Experiments at RestaurantGrades." Harvard Business School Exercise 916-038 (2016; Revised 2023).

Luca, Michael, Hyunjin Kim, and Weijia Dai. "Advertising Experiments at RestaurantGrades." Harvard Business School Spreadsheet Supplement 916-702 (2016).

Luca, Michael, Hyunjin Kim, and Weijia Dai. "Advertising Experiments at RestaurantGrades." Harvard Business School Teaching Note 916-039 (2016; Revised 2023).

Luca, Michael, and Patrick Rooney. "Behavioural Insights Team (A)." Harvard Business School Case 915-024 (2015, Revised 2020).

Luca, Michael, and Patrick Rooney. "Behavioural Insights Team (B)." Harvard Business School Supplement 915-025 (2015, Revised 2020).

Luca, Michael, and Patrick Rooney. “Behavioural Insights Team (A) and (B).” Harvard Business School Teaching Note 916-050 (2016, Revised 2020).

Edelman, Benjamin, and Michael Luca. “Airbnb (A).” Harvard Business School Case 912-019 (2011; Revised 2012).

Edelman, Benjamin, and Michael Luca. “Airbnb (B).” Harvard Business School Supplement 912-020 (2011; Revised 2012).

Edelman, Benjamin, and Michael Luca. “Airbnb (A) and (B).” Harvard Business School Teaching Note 912-021 (2011; Revised 2012; Revised 2015).

## **PRESENTATIONS**

Duke University, Spring 2024

Behavioural Insights Team, Spring 2024

Digital Markets Act Workshop, Spring 2024

Northwestern University, Fall 2023

Johns Hopkins University, Fall 2023

Boston University, Fall 2023

University of Michigan, Fall 2023

Vanderbilt University, Fall 2023

Emory University, Fall 2023

Texas A&M University, Fall 2023

University of North Carolina, Fall 2023

University of Notre Dame, Fall 2023

NABE Tech Economics, Fall 2023

NBER Summer Institute, 2023

Stanford University, Spring 2023

MIT, Spring 2023

University of Michigan, Spring 2023

Columbia University, Spring 2023

Harvard University, Spring 2023

Federal Trade Commission, Spring 2023

Harvard Business School, Spring 2023

Georgia State University, Fall 2022

Bentley University, Fall 2022

NABE Tech Economics, Fall 2022

Johns Hopkins University, Spring 2022

Economics of Platforms Seminar (Discussant), TSE, Spring 2022

Digital Initiative Workshop, Harvard Business School, Spring 2022

Regulating the Digital Economy Workshop, TSE and Yale University, Spring 2022

NABE Tech and Economics, Fall 2021  
University of Oklahoma, Fall 2021  
UCLA, Spring 2021  
National Taiwan University, Hong Kong Baptist University, Monash University, and Renmin University joint seminar on the digital economy, Spring 2021  
NBER Summer Institute, 2020  
OECD, Spring 2020  
NABE Webinar, Spring 2020  
Boston University, Spring 2020  
Carnegie Mellon University, Fall 2019  
University of Chicago Booth School of Business, Fall 2019  
Microsoft Research, Fall 2019  
NABE Tech and Economics, Fall 2019  
NBER Economics of AI Conference, Fall 2019  
Conference on Artificial Intelligence, Machine Learning, and Digital Analytics, Fall 2019  
Williams College, Fall 2019  
NBER Summer Institute, 2019  
Behavioural Insights Team, Spring 2019  
Computing Community Consortium: Economics and Fairness Workshop, Spring 2019  
New York University, Spring 2019  
UK Financial Conduct Authority, Spring 2019  
Workshop on Information Systems and Economics, Fall 2018  
Boston University, Fall 2018  
National Association of Business Economics, Tech and Economics, Fall 2018  
National Association of Business Economics, Annual Meeting, Fall 2018  
NBER Summer Institute, 2018  
National University of Singapore, Spring 2018  
Gates Gender Conference, Spring 2018  
Behavioural Economics Team of the Australian Government, Spring 2018  
BCCP Conference and Policy Forum, Spring 2018  
University of New South Wales, Spring 2018  
Behavioral Exchange, Spring 2018  
Marketplace Innovation Workshop (Plenary), Spring 2018  
Society of Labor Economists Meeting, Spring 2018  
Stanford University, Spring 2018  
SUNY Albany, Spring 2018  
University of Utah, Spring 2018  
Census Bureau, Spring 2018  
UK Department for Transport, Spring 2018  
National Association for Business Economists Tech and Economics Conference, Fall 2017  
Princeton University, Fall 2017  
Dartmouth College, Fall 2017

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National Association for Business Economics Tech and Economics Workshop, Spring 2017  
Stanford Institute for Economic Policy Research, Spring 2017  
UC Berkeley, Spring 2017  
Stanford Graduate School of Business, Spring 2017  
Central European University, Spring 2017  
University of Bologna, Spring 2017  
University of Minnesota, Spring 2017  
Dartmouth College, Fall 2016  
eBay, Fall 2016  
Stanford Graduate School of Business, Fall 2016  
Stanford University, Fall 2016  
MIT Sloan, Fall 2016  
University of Pennsylvania, Fall 2016  
NESTA, Fall 2016  
University of Connecticut, Fall 2016  
Behavioral Exchange, Spring 2016  
SUNY Albany, Spring 2016  
Boston University, Spring 2016  
NBER Innovation Policy and Economics, Spring 2016  
NYU, Spring 2016  
Behavioural Insights Team (NYC), Spring 2016  
Manhattan Institute, Spring 2016  
Hong Kong University of Science and Technology, Spring 2016  
Frontiers of Digital Data Workshop, Harvard Business School, Spring 2016  
Erasmus University, Spring 2016  
Behavioural Insights Team, Spring 2016  
American Economic Association, Spring 2016  
Stanford University, Fall 2015  
Indiana University, Fall 2015  
Northwestern University (Kellogg), Fall 2015  
Association for Public Policy Analysis and Management, Fall 2015  
eBay Research, October 2015  
Behavioural Exchange, Fall 2015  
Yale University, Spring 2015  
NYU Stern, Spring 2015  
Wharton, Spring 2015  
International Industrial Organization Conference, Boston, Spring 2015  
MIT Innovation Initiative Panel, MIT Sloan, Spring 2015  
Tulane University, Spring 2015  
Paris School of Economics, Fall 2014  
Harvard University (Economics), Fall 2014  
Association for Public Policy Analysis and Management, Fall 2014

Behavioral Insights Group Conference, Harvard Kennedy School, Fall 2014  
Jawbone, Fall 2014  
Microsoft Research Faculty Summit, Fall 2014  
Boston College Social Media and Digital Innovation Workshop, Spring 2014  
UCLA, Spring 2014  
University of Chicago, Media and Communications Conference, Spring 2014  
Suffolk University, National Consumer Protection Week Conference, Spring 2014  
NBER Productivity Seminar, Spring 2014  
MIT Sloan, Spring 2014  
Facebook, Spring 2014  
Workshop on Information Systems and Economics, Fall 2013  
Workshop on Health IT and Economics, Fall 2013  
Berkeley Haas, Fall 2013  
NBER Summer Institute, Economics of IT and Digitization, 2013  
Yale School of Management, Customer Insights Conference, Spring 2013  
International Industrial Organization Conference, Boston, MA, Spring 2013  
Boston University, Conference on Gaming and Learning in Incentive Schemes, Spring 2013  
Yale University, Marketing-Industrial Organization Conference, Spring 2013  
Harvard Law School, Behavioral Economics and Social Media Conference, Spring 2013  
MIT Economics, Fall 2012  
Harvard University, Digital Business Seminar, Fall 2012  
Department for Business, Innovation, and Skills, UK Government, Fall 2012  
NBER Summer Institute, Economics of IT and Digitization (Discussant), Fall 2012  
Yelp.com, Fall 2012  
University of New South Wales, Fall 2012  
Behavioural Insights Team, Spring 2012  
MIT Sloan, Spring 2012  
International Industrial Organization Conference, Arlington, VA, Spring 2012  
Harvard Kennedy School, Fall 2011  
NBER Summer Institute, Economics of IT and Digitization, 2011  
Econometric Society North American Summer Meeting, St. Louis, Spring 2011  
International Industrial Organization Conference, Boston, Spring 2011  
Econometric Society World Congress, Shanghai, Fall 2010  
American Society of Health Economists Biennial Conference, Ithaca, Fall 2010  
International Health Economics Association World Congress, Beijing, Fall 2009  
Econometric Society North American Summer Meeting, Boston, Spring 2009

## **REFeree EXPERIENCE**

American Economic Review, Econometrica, Journal of Political Economy, Review of Economic Studies, Quarterly Journal of Economics, Management Science, Marketing Science, American

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Economic Journal: Applied Economics, Academy of Management Discoveries, BE Journal of Economic Analysis and Policy, Health Economics, Journal of Economics & Management Strategy (coeditor), Journal of Industrial Economics, Journal of Institutional and Theoretical Economics, PNAS, Rand Journal of Economics, Review of Economics and Statistics, Quantitative Marketing and Economics, Information Systems Research, ACM Conference on Electronic Commerce.

## **ADVISING**

I have served on the dissertation committee for the following doctoral students: Jeff Fossett (2025), Chris Eaglin (Duke), Hyunjin Kim (INSEAD), Dan Brown (SurgiBox), Chris Poliquin (UCLA), Andrew Hillis (Herald Health), Duncan Gilchrist (Wealthfront), Tina Tang (Amazon), Dmitry Taubinsky (UC Berkeley).

I have also periodically supervised MBA student independent projects and undergraduate senior theses.

## **CITIZENSHIP**

United States