

Michael Luca

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PRIMARY APPOINTMENT

2024–Present Professor, Johns Hopkins University, Carey Business School
2024–Present Director, Technology and Society Initiative, Johns Hopkins 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

2025 Inaugural Provost’s Fellow for Public Engagement, Johns Hopkins University
2024–Present Research Associate, National Bureau of Economic Research (NBER)
2019–2024 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” *American Economic Review*, Vol. 115, No. 2 (Feb 2025): 660-89.

Edelman, Benjamin G., Michael Luca, and Daniel Svirsky. “Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment,” *American Economic Journal: Applied Economics*, 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 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

Aneja, Abhay, Michael Luca, and Oren Reshef. “The Benefits of Revealing Race: Evidence from Minority-owned Local Businesses” *American Economic Review*, Vol. 115, No. 2 (Feb 2025): 660-89.

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”, *Review of Economics and Statistics*, forthcoming.

Kirgios, Erika, Susan Athey, Dean Karlan, Michael Luca, Katy Milkman, Molly Offer-Westort, “Does Q&A Boost Engagement? Health Messaging Experiments in the U.S. and Ghana”, *Management Science*, forthcoming.

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”, *Journal of Economics & Management Strategy*, forthcoming.

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)

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 Economics*, 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.

OTHER PAPERS AND DRAFTS

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

Luca, Michael and Amy Edmondson, “Where Data-Driven Decision-Making Can Go Wrong,” *Harvard Business Review*, September 2024. (Reprinted in *HBR’s 10 Best Reads on Data Strategy*, 2025)

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)

ADDITIONAL MANAGERIAL WRITING

Luca, Michael, “Holiday Gift Books”, *Wall Street Journal*, November 2024.

Luca, Michael, “New Paths Often Lead to Success”, *Wall Street Journal*, November 2024.

Luca, Michael, “Play Nice Review”, *Wall Street Journal*, November 2024.

Luca, Michael, “Keep the Power with the People”, *Wall Street Journal*, September 2024.

Luca, Michael, “The Skill Code Review”, *Wall Street Journal*, September 2024.

Luca, Michael, “Pattern Breakers Review”, *Wall Street Journal*, July 2024

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.

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.

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, and Technology and Society. I have also taught in 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

Georgetown University, Spring 2025

International Economic Symposium, Central Bank of Ireland and NABE, Spring 2025

Behavioural Insights Team, Spring 2025

MIT EmTech, Fall 2024

University of Maryland, Fall 2024

Lehigh University, Fall 2024

ISB-NBER, Information and Competition in the Digital Economy (discussant), Fall 2024

NABE Tech Economics Conference, Fall 2024

FTC Conference on Marketing and Public Policy (discussant), Fall 2024

NABE Annual Meeting, Fall 2024

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
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 Economic Journal: Applied Economics, Academy of Management Discoveries, BE Journal of Economic Analysis and Policy, Health Economics, Journal of Economics & Management Strategy, 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.

I have also served as associate editor at Management Science, coeditor at Journal of Economics & Management Strategy, Senior Program Committee member at the ACM Conference on Electronic Commerce, and founding co-chair of the NABE Tech Economics Conference.

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