Wei Lu

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Rotman School of Management
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Education

PhD in Marketing **2017 - present**
Rotman School of Management, University of Toronto, Canada

Master in Economics **2015 - 2017**
Toulouse School of Economics, Toulouse, France

Graduate Coursework

Currently I am a fourth-year PhD student in Marketing (Quantitative) at Rotman School of Management. My major field is empirical quantitative marketing. Before joining Rotman, I did my Master's at Toulouse School of Economics, with a focus in Economic Theory and Econometrics.

Empirical

Econometrics I, Jiaying Gu and Yuanyuan Wan (Toronto)

Econometrics II, Adonis Yatchew and Victor Aguirregabiria (Toronto)

Industrial Organization II, Victor Aguirregabiria (Toronto)

Emperical Methods in Marketing, Matthew Osborne (Toronto)

Empirical Applications of Economic Theory, Eduardo Souza-Rodrigues (Toronto)

Methods for Empirical Microeconomics, Arthur Blouin (Toronto)

Judgement and Decision Making Theory, Dilip Soman (Toronto)

Experimental Economics, Tanjim Hossain (Toronto)

Econometrics I, Eric Gautier (TSE)

The Econometrics of Program Evaluation, Sylvain Chabé-Ferret (TSE)

Theoretical

Marketing Strategy I, Pankaj Aggarwal (Toronto)

Marketing Strategy II, Sridhar Moorthy (Toronto)

Microeconomics II, Martin Osborne (Toronto)

Advanced Topics in Marketing Strategy, David Soberman (Toronto)

Competition and Market Strategies, Doh-Shin Jeon (TSE)

Advanced Topics in Macroeconomics, Gaetano Gaballo (HEC Paris)

Macroeconomics I, Christian Hellwig (TSE)

Macroeconomics II, Nicolas Werquin (TSE)

Microeconomics I, Renato Gomes (TSE)

Microeconomics II, Patrick Rey (TSE)

Research

Interest

I am mainly interested in understanding the role of advertising contents in marketing. My current research involves leveraging the availability of unstructured text data and natural language processing methods in order to understand the evolution of advertising contents using a unique dataset of real estate classifieds in the second half 20th century in New York City.

Working papers

Motivated Reasoning in the Field: Prose, Precedent, and Policy in U.S. Circuit Courts (with Daniel Chen), 2017.

The Effect of Rent Regulation on Advertising Contents: Evidence from The New York Times, 2018.

Increasing Dynamic App Engagement with Peak-End Effects (with Daniel Goetz), 2020.

Norms in Consumer Review Platforms (with Claire Tsai and Ying Zeng), 2020.

Dissertation

Tentative Topic: What can advertising contents tell us about neighborhood changes?

Committee:

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