



H A R V A R D | B U S I N E S S | S C H O O L

Michael Luca

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APPOINTMENTS

2011 – Present Assistant Professor, Harvard Business School, Harvard University
2016 – Present Visiting Assistant Professor, Stanford University
2013 – Present Faculty Affiliate, Behavioral Insights Group, Harvard Kennedy School
2013 – Present Faculty Affiliate, Digital Initiative, Harvard Business School
2013 – Present Faculty Affiliate, Ideas42
2016 – Present Faculty Affiliate, Program in Inequality and Social Policy, Harvard Kennedy School

EDUCATION

Ph.D., Economics, Boston University, Boston, MA
B.S., Mathematics and Economics, University at Albany, Albany, N.Y.

FIELDS

Economics of Digitization, Economics of Information

PUBLICATIONS

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

Glaeser, Edward, Scott Kominers, Michael Luca, and Nikhil Naik. “Big Data and Big Cities: The Promises and Limitations of Improved Measures of Urban Life,” forthcoming, *Economic Inquiry*.

“Designing Online Marketplaces,” forthcoming in *Innovation Policy and the Economy*, Vol. 17, edited by Josh Lerner and Scott Stern. Chicago: University of Chicago Press (2017).

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 2017* (forthcoming, Harvard Business School Press)



H A R V A R D | B U S I N E S S | S C H O O L

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: 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: 124-127.

Luca, Michael, and Georgios Zervas. "Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud." *Management Science*, forthcoming.

Gilchrist, Duncan, Michael Luca, and Deepak Malhotra. "When: $3+1>4$: Gift Structure and Reciprocity in the Field." *Management Science*, forthcoming.

"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.

Kang, Jun Seok, Polina Kuznetsova, Michael Luca, and Yejin Choi. "Where Not to Eat? Improving Public Policy by Predicting Hygiene Inspections Using Online Reviews." *Empirical Methods in Natural Language Processing*, 2013.

WORKING PAPERS

Luca, Michael, Deepak Malhotra, and Christopher Poliquin. "The Impact of Mass Shootings on Gun Policy."

Luca, Michael, Patrick Rooney, and Jonathan Smith. "The Impact of Campus Scandals on College Applications." (Revise and resubmit at *Marketing Science*.)



H A R V A R D | B U S I N E S S | S C H O O L

Dai, Weijia, and Michael Luca. “Effectiveness of Paid Search Advertising: Experimental Evidence.”

Dai, Weijia, and Michael Luca. “Digitizing Disclosure: The Case of Restaurant Hygiene Grades.”

Luca, Michael, Timothy Wu, Sebastian Couvidat, Daniel Frank, and William Seltzer. “Does Google Content Degrade Google Search? Experimental Evidence.” Harvard Business School Working Paper, No. 16-035, September 2015.

Jin, Ginger, Michael Luca, and Daniel Martin. “Is No News (Perceived as) Bad News? An Experimental Investigation of Information Disclosure.” Harvard Business School Working Paper, No. 15-078, April 2015. (Revise and resubmit at the *Review of Economic Studies*).

Chande, Raj, Michael Luca, Michael Sanders, Xian-Zhi Soon, Oana Borcan, Netta Barak-Corren, Elizabeth Linos, Elspeth Kirkman, and Sean Robinson. “Curbing Adult Student Attrition: Evidence from a Field Experiment.” Harvard Business School Working Paper, No. 15-065, February 2015.

Dai, Weijia, Ginger Jin, Jungmin Lee, and Michael Luca. “Aggregation of Consumer Ratings: An Application to Yelp.com.” Harvard Business School Working Paper, No. 13-042, October 2014.

Edelman, Benjamin, and Michael Luca. “Digital Discrimination: The Case of Airbnb.com.” Harvard Business School Working Paper, No. 14-054, January 2014.

“Reviews, Reputation, and Revenue: The Case of Yelp.com.” Harvard Business School Working Paper, No. 12-016, March 2016. (Revise and resubmit at the *American Economic Journal - Applied Economics*).

POPULAR WRITING

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

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

Fisman, Ray, and Michael Luca. “Are Nurses Strikes Worse for Patients than Doctor Strikes?” *Slate*, July 2016.

Hauser, Oliver, and Michael Luca. “Good Communication Requires Experimenting with Your Language.” *Harvard Business Review, Digital*, February 2016.

Hauser, Oliver, and Michael Luca. “Your Company is Full of Good Experiments (You Just Have to Recognize Them.” *Harvard Business Review, Digital*, November 2015.



H A R V A R D | B U S I N E S S | S C H O O L

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*, forthcoming

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

Luca, Michael and Luther Lowe. “City Governments Are Using Yelp to Tell You Where Not to Eat.” *Harvard Business Review, Digital*, February 2015.

“Were OkCupid’s and Facebook’s Experiments Unethical?” *Harvard Business Review, Digital*, July 2014.

Luca, Michael and Chelsea Burkett. “The Digital Opportunity Staring Credit Cards in the Face.” *Harvard Business Review, Digital*, June 2014.

Luca, Michael, Scott Kominers, and Jonathan Smith. “The High School Senior’s Dilemma: Where Should I Go to College?” *Forbes*, April 2014.

“Yelp is Leaving Chains Behind.” *Harvard Business Review, Digital*, December 2011.

POLICY REPORTS

“Restaurant Hygiene and Social Media: How to Improve Regulatory Disclosures in the Digital Age,” Manhattan Institute Urban Policy Publication, forthcoming (Fall 2016).

CASES AND TEACHING MATERIALS

Luca, Michael, Hyunjin Kim, and Weijia Dai, “Advertising Experiments at RestaurantGrades.” Harvard Business School Exercise 916-038 (2016).

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.

Luca, Michael, and Patrick Rooney. “Behavioural Insights Team (A).” Harvard Business School Case 915-024.

Luca, Michael, and Patrick Rooney. “Behavioural Insights Team (B).” Harvard Business School Supplement 915-025.



H A R V A R D | B U S I N E S S | S C H O O L

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

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

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

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

Luca, Michael, Kevin Mohan, and Patrick Rooney. “Launching Yelp Reservations (A).” Harvard Business School Case 916-003.

Luca, Michael, Kevin Mohan, and Patrick Rooney. “Launching Yelp Reservations (B).” Harvard Business School Supplement 916-004.

Luca, Michael, Kevin Mohan, and Patrick Rooney. “Launching Yelp Reservations (A) and (B).” Harvard Business School Teaching Note 917-005.

PRESENTATIONS

Central European University (planned), Spring 2017
University of Bologna (planned), Spring 2017
University of Minnesota (planned), Spring 2017
Dartmouth College (planned), Fall 2016
Stanford University (planned), Fall 2016
MIT Sloan (planned), Fall 2016
University of Pennsylvania (planned), Fall 2016
NESTA (planned), Fall 2016
University of Connecticut (planned), Fall 2016
Behavioral Exchange, June 2016
SUNY Albany, April 2016
Boston University, April 2016
NBER Innovation Policy and Economics, April 2016
NYU, March 2016
Behavioural Insights Team (NYC), March 2016
Manhattan Institute, March 2016
Hong Kong University of Science and Technology, March 2016
Frontiers of Digital Data Workshop, Harvard Business School, February 2016
Erasmus University, January 2016
Behavioural Insights Team, January 2016
American Economic Association, January 2016



H A R V A R D | B U S I N E S S | S C H O O L

Stanford University, December 2015
Indiana University, November 2015
Northwestern University (Kellogg), November 2015
Association for Public Policy Analysis and Management, November 2015
eBay Research, October 2015 Behavioural Exchange, September 2015
Yale University, June 2015
NYU Stern, May 2015
Wharton, May 2015
International Industrial Organization Conference, Boston, April 2015
MIT Innovation Initiative Panel, MIT Sloan, April 2015
Tulane University, March 2015
Paris School of Economics, December 2014
Harvard University (Economics), November 2014
Association for Public Policy Analysis and Management, November 2014
Behavioral Insights Group Conference, Harvard Kennedy School, October 2014
Jawbone, July 2014
Microsoft Research Faculty Summit, July 2014
Boston College Social Media and Digital Innovation Workshop, May 2014
UCLA, May 2014
University of Chicago, Media and Communications Conference, May 2014
Suffolk University, National Consumer Protection Week Conference, April 2014
NBER Productivity Seminar, April 2014
MIT Sloan, February 2014
Facebook, February 2014
Workshop on Information Systems and Economics, December 2013
Workshop on Health IT and Economics, November 2013
Berkeley Haas, September 2013
NBER Summer Institute, Economics of IT and Digitization, July 2013
Yale School of Management, Customer Insights Conference, May 2013
International Industrial Organization Conference, Boston, MA, May 2013
Boston University, Conference on Gaming and Learning in Incentive Schemes, May 2013
Yale University, Marketing-Industrial Organization Conference, April 2013
Harvard Law School, Behavioral Economics and Social Media Conference, February 2013
MIT Economics, November 2012
Harvard University, Digital Business Seminar, October 2012
Department for Business, Innovation, and Skills, UK Government, July 2012
NBER Summer Institute, Economics of IT and Digitization (Discussant), July 2012
Yelp.com, July 2012
University of New South Wales, July 2012
Behavioural Insights Team, June 2012
MIT Sloan, May 2012
International Industrial Organization Conference, Arlington, VA, March 2012



H A R V A R D | B U S I N E S S | S C H O O L

Harvard Kennedy School of Government, November 2011
NBER Summer Institute, Economics of IT and Digitization, July 2011
Econometric Society North American Summer Meeting, St. Louis, June 2011
International Industrial Organization Conference, Boston, April 2011
Econometric Society World Congress, Shanghai, August 2010
American Society of Health Economists Biennial Conference, Ithaca, July 2010
International Health Economics Association World Congress, Beijing, July 2009
Econometric Society North American Summer Meeting, Boston, June 2009

REFeree EXPERIENCE

American Economic Journal: Applied Economics, American Economic Review, BE Journal of Economic Analysis and Policy, Health Economics, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Institutional and Theoretical Economics, Rand Journal of Economics, Review of Economics and Statistics, Quarterly Journal of Economics, Quantitative Marketing and Economics, Management Science, ACM Conference on Electronic Commerce, Journal of Political Economy, Information Systems Research

ADVISING

Dmitry Taubinsky: Initial Placement: HBS & UC Berkeley (Postdoc); Current Placement: Dartmouth
Giorgos Zervas (as postdoc): Initial Placement: Boston University School of Management
Tina Tang: Initial Placement: Amazon
Duncan Gilchrist: Initial Placement: Wealthfront
Carmen Wang (2017)
Andrew Hillis (2018)
Chris Poliquin (2018)
James Sappenfield (2019)

MEDIA COVERAGE

Wall Street Journal, The New York Times, The Washington Post, The Huffington Post, Chicago Tribune, Harvard Business Review, The Atlantic, Forbes, Slate, MarketWatch, The Guardian, NBCNews.com, NPR, PC World Magazine, Salon, SmartMoney.com, Harvard Magazine, BuzzFeed, The Globe and Mail, StarTribune, Austin American Statesman, The Boston Globe, PBS: The Charlie Rose Show, Fox, NBC, Time, US News and World Report, Los Angeles Times, Bloomberg

CITIZENSHIP

United States