



HARVARD | BUSINESS | SCHOOL

Michael Luca

Harvard Business School
Boston, MA 02163
mluca@hbs.edu

APPOINTMENTS

2017 – Present 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
2016 – Present Faculty Affiliate, Program in Inequality and Social Policy, Harvard Kennedy School
2016 – Present Faculty Affiliate, Women and Public Policy Program, Harvard Kennedy School
2013 – Present Faculty Affiliate, Behavioral Insights Group, Harvard Kennedy School
2013 – Present Faculty Affiliate, Digital Initiative, Harvard Business School
2013 – Present Faculty Affiliate, Ideas42

EDUCATION

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

FIELDS

Economics of Digitization, Economics of Information

PUBLICATIONS

Glaeser, Edward, Hyunjin Kim, and Michael Luca. "Nowcasting Gentrification: Using Yelp Data to Quantify Neighborhood Change." *American Economic Association: Papers and Proceedings* (forthcoming).

Dai, Weijia, Ginger Jin, Jungmin Lee, and Michael Luca. "Aggregation of Consumer Ratings: An Application to Yelp.com." *Quantitative Marketing and Economics* (forthcoming).

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* 56, no. 1 (January 2018): 114–137.

Luca, Michael, Deepak Malhotra, and Christopher Poliquin. "Handgun Waiting Periods Reduce Gun Deaths." *Proceedings of the National Academy of Sciences* 114, no. 46 (November 14, 2017). 12162–12165.



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Luca, Michael. "Designing Online Marketplaces: Trust and Reputation Mechanisms." *Innovation Policy and the Economy* 17, no. 1 (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.

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

Luca, Michael, and Georgios Zervas. "Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud." *Management Science* 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* 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, 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* (April 2017, Harvard Business School Press)

"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.



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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

Athey, Susan and Michael Luca. “Economists (and Economics) in Tech Companies.” (in preparation for *Journal of Economic Perspectives*)

Luca, Michael, Edward Glaeser, and Hyunjin Kim. “Nowcasting the Local Economy: Using Yelp Data to Measure Economic Activity at Scale.”

Luca, Dara Lee and Michael Luca. “Survival of the Fittest: The Impact of the Minimum Wage on Firm Exit.”

Luca, Michael, Deepak Malhotra, and Christopher Poliquin. “The Impact of Mass Shootings on Gun Policy.” (Revise and resubmit at *Journal of Public Economics*)

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

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

Kim, Hyunjin and Michael Luca “The Costs of Tying Through Entering: Experimental Evidence.”

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.

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.

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

Luca, Michael. “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*).



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POPULAR WRITING

Glaeser, Edward, Hyunjin Kim, and Michael Luca. "Using Traditional and Digital Data Sources Together in Economic Research." *Vox EU*, January 2018.

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

Luca, Michael and Geoff Donaker. "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*, September, 2017.

Gilchrist, Duncan and Michael Luca. "How Netflix's Content Strategy is Reshaping Movie Culture." *Harvard Business Review*, August, 2017.

Fishman, Raymond and Michael Luca. "Why We Don't Value Flextime Enough." *The Wall Street Journal*, March, 2017.

Fishman, Ray and Michael Luca. "The Prophet of Profit." *Slate*, February 2017.

Danieli, Oren, Andrew Hillis, and Michael Luca. "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. "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.

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)



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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, 2016.

CASES AND TEACHING MATERIALS

Beshears, John, Michael Luca, Alister Martin, and Simin Gharib Lee. "Nudging Hand Hygiene Compliance at the Brigham and Women's Hospital." Harvard Business School Case 918-035, (2018).

Luca, Michael, Max Bazerman, and Marie Lawrence. “Behavior Change for Good.” Harvard Business School Case, draft

Luca, Michael, Stephanie Chan, and Essie Alamsyah. “Paktor: Designing a Dating App.” Harvard Business School Case 918-005, (2017).

Luca, Michael and Joshua Schwartzstein. “Managing Diversity and Inclusion at Yelp.” Harvard Business School Case 918-009 (2017).

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).



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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.

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

Behavioral Exchange (Planned), Spring 2018

Marketplace Innovation Workshop (Planned), Spring 2018

Society of Labor Economists Meeting (Planned), Spring 2018

Stanford University (Planned), 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



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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



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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, Fall 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 of Government, Fall 2011
NBER Summer Institute, Economics of IT and Digitization, Fall 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 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



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ADVISING

Hyunjin Kim (2020)

James Sappenfield (2020)

Dan Brown (2019)

Andrew Hillis (2018)

Chris Poliquin: Initial Placement: UCLA Anderson School of Management

Duncan Gilchrist: Initial Placement: Wealthfront; Current Placement: Uber

Tina Tang: Initial Placement: Amazon

Giorgos Zervas (as postdoc): Initial Placement: Boston University School of Management

Dmitry Taubinsky: Initial Placement: HBS & UC Berkeley (Postdoc); Current Placement: UC Berkeley

MEDIA COVERAGE

Wall Street Journal, The New York Times, The Washington Post, The Huffington Post, Chicago Tribune, Harvard Business Review, The Atlantic, Forbes, Slate, Fox, NBC, Time, US News and World Report, Los Angeles Times, Bloomberg, The New Yorker, BBC News, Quartz, 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

CITIZENSHIP

United States