



## HARVARD | BUSINESS | SCHOOL

**Michael Luca**

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### PRIMARY APPOINTMENT

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

### OTHER AFFILIATIONS AND PROFESSIONAL ACTIVITIES

2018 – Present Coeditor, *Journal of Economics and Management Strategy*  
2017 – Present Academic Advisory Board, Behavioural Insights Team  
2016 – Present Faculty Affiliate, Women and Public Policy Program, Harvard Kennedy School  
2016 – Present Faculty Affiliate, Program in Inequality and Social Policy, 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, Technology and Public Policy

### PUBLICATIONS

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

Kim, Hyunjin and Michael Luca “The Costs of Tying Through Entering: Experimental Evidence.” *Management Science* (forthcoming).

(A version of the abstract is also published in the Proceedings of the 2018 ACM Conference on Economics and Computation)

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.



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

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.

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.

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)

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: 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, 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)

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.

"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.



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

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.

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.

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

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

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.”

Jin, Ginger, Michael Luca, and Daniel Martin. “Is No News (Perceived as) Bad News? An Experimental Investigation of Information Disclosure.”

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.”

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



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Luca, Michael. “Reviews, Reputation, and Revenue: The Case of Yelp.com.” (Revise and resubmit at the *American Economic Journal - Applied Economics*).

### POPULAR WRITING

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.

Glaeser, Edward, Hyunjin Kim, and Michael Luca. “How Companies Can Use the Data They Collect to Further the Public Good.” *Harvard Business Review, Digital*, May 2018.

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, 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.



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

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)

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

### **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, 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).



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

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.

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**

New York University (Planned), Fall 2018

Workshop on Information Systems and Economics (Planned), 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



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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



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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 of Government, Fall 2011  
NBER Summer Institute, Economics of IT and Digitization, 2011  
Econometric Society North American Summer Meeting, St. Louis, Spring 2011





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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

### **ADVISING**

Jeff Fossett (2023)  
Hyunjin Kim (2020)  
James Sappenfield (2020)  
Dan Brown (2019)  
Chris Poliquin: Initial Placement: UCLA Anderson School of Management  
Andrew Hillis: Initial Placement: Herald Health  
Duncan Gilchrist: Initial Placement: Wealthfront; Current Placement: Uber  
Tina Tang: Initial Placement: Amazon  
Dmitry Taubinsky: Initial Placement: HBS (Postdoc); Current Placement: UC Berkeley  
Giorgos Zervas (as postdoc): Initial Placement: Boston University School of Management

### **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