

## TONG (JOY) LU

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Carnegie Mellon University  
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### ACADEMIC POSITIONS

**Carnegie Mellon University**, Pittsburgh, PA – July 2018 to Present  
Assistant Professor of Marketing, Tepper Business School (Family Leave AY 2022-23, 2024-25)  
Xerox Junior Faculty Chair (2023-2024)

### EDUCATION

**University of Pennsylvania**, Philadelphia, PA – May 2018  
Ph.D. in *Marketing*, Dual A.M. in *Statistics*, The Wharton School

**California Institute of Technology**, Pasadena, CA – June 2013  
B.S. in *Economics* and in *Engineering & Applied Science (Computation & Neural Systems)*

### RESEARCH INTERESTS

Mathematical models of consumer behavior, media consumption, bounded rationality, information processing, product search, explainable AI

### PUBLICATIONS

Lu, Joy, Robert Mislavsky, and Haiyang Yang, “Uncommonly Rare: Consumers Value Rarity in Digital Goods More in Larger Collections,” Accepted at *Journal of the Association for Consumer Research*.

Lu, Joy, Eric T. Bradlow, and J. Wesley Hutchinson, “More Likely to Pay but Less Engaged: The Effects of Switching Online Courses from Scheduled to On-Demand Release on User Behavior,” *Journal of Marketing*, 88(5): 63-88.

Lu, Joy, and J. Wesley Hutchinson, “Information Search within a Webpage: Boundedly Rational Models of Eye Movements and Clicks,” *Management Science*, 71(3): 1865-1888.

Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration, “Reproducibility in Management Science,” *Management Science*, 70 (3), 1343-1356. Note: Member of the Management Science Reproducibility Collaboration.

Lu, Joy, Uma R. Karmarkar, and Vinod Venkatraman (2024), “Planning-to-Binge: Time Allocation for Future Media Consumption,” *Journal of Experimental Psychology: Applied*, 30(1): 169-186.

Lu, Joy, Eric T. Bradlow, and J. Wesley Hutchinson (2022), “Testing Theories of Goal Progress within Online Learning,” *Journal of Marketing Research*, 59(1): 35-60.

Yildirim, Pinar, Yanhao Wei, Christophe van den Bulte, Joy Lu (2020), “Social Network Design for Inducing Effort,” *Quantitative Marketing and Economics*, 1-37.

Lu, Joy, Dokyun Lee, Tae Wan Kim, David Danks (2020), “Good Explanation for Algorithmic Transparency,” *Proceedings of the 2020 AAAI/ACM Conference on AI, Ethics, and Society*.

Sevilla, Julio, Joy Lu, and Barbara E. Kahn (2019), “Variety-Seeking, Satiation, and Maximizing Enjoyment Over Time,” *Journal of Consumer Psychology*, 29(1): 89-103.

Colas, Jaron T., and Joy Lu (2017), “Learning Where to Look for High Value Improves Decision Making Asymmetrically,” *Frontiers in Psychology* 8: 2000.

Hutchinson, J. Wesley, Joy Lu, and Evan Weingarten (2016), “Visual Attention in Consumer Settings,” In *International Handbook of Consumer Psychology*, eds. Cathrine Janssen-Boyd and Magdalena Zawisza.

## **MANUSCRIPTS UNDER REVIEW**

Xiao, Angela, and Joy Lu, “A Little Bit of Each: Unpacking a Task into Detailed Subcategories Leads to More Ambitious Planning,” under review at *Journal of Consumer Research*.

Lu, Joy, Dokyun Lee, Tae Wan Kim, and David Danks, “The Effects of Outcome Valence and Explanations for Algorithmic Decisions on Consumer Understanding,” under review at *MISQ*.

Kim, Tae Wan, Joy Lu, Kyusong Lee, Zhaoqi Cheng, Yanhan Tang, John Hooker, “To lie or not to: Some ethical issues with chatbots,” under review at *Minds and Machines*.

## **SELECTED WORKS IN PROGRESS**

Lu, Joy, Pinar Yildirim, Szu-Chi Huang, and Yanhao Wei, “The Effects of Peer Influence via Live Chat on Donation Contributions.”

Lu, Joy, and Liangbin Yang, “Keep Winning or Stop Losing? The Effects of Consumption Outcomes on Customer Engagement in Experiential Products,” data awarded by the Wharton Customer Analytics Initiative (WCAI).

Levy, Samuel, Joy Lu, and Alan Montgomery, “Understanding the Dynamics of Appeals Scales to Infer Potential to Donate using Bayesian Nonparametrics.”

Olivola, Christopher, David Hardisty, Joy Lu, and Daniel Read, “What Drives Asymmetric Attention to Opportunity Costs? A Cognitive Process Analysis of the ASOC Effect.”

## CONFERENCE AND WORKSHOP PRESENTATIONS

Levy, Samuel, Joy Lu, and Alan Montgomery (September 2024), “Understanding the Dynamics of Appeals Scales to Infer Potential to Donate using Bayesian Nonparametrics,” *Science of Philanthropy Initiative*, Indianapolis, IN.

Lu, Joy (August 2023), “Using eXplainable AI to Aid Vulnerable Consumers,” *Choice Symposium*, Fontainebleau, France.

Mizlavsky, Rob, Haiyang Yang, and Joy Lu (July 2023), “How NFT Rarity Affects Price and ROI,” *ACR Special Conference on Metaverse*, Fontainebleau, France.

Lu, Joy, Eric T. Bradlow, J. Wesley Hutchinson (June 2023), “The Effects of On-Demand Content on Consumer and Platform Outcomes in Online Education,” *ISMS Marketing Science Conference*, Miami, FL.

Lu, Joy (April 2023), “Integrating Human and Machine Judgment & Decision-Making,” *JP Morgan Chase Lightning Talk*, Pittsburgh, PA.

Lu, Joy, Dokyun Lee, Tae Wan Kim, and David Danks (November 2021), “Good Explanation for Algorithmic Transparency,” *2<sup>nd</sup> Workshop on Women in AI and Finance @ ICAIF*, Virtual.

Kim, Tae Wan, Joy Lu, Kyusong Lee, Zhaoqi Cheng, Yanhan Tang, John Hooker (July 2021), “When Is It Permissible For Artificial Intelligence to Lie?” *Society for Business Ethics*, Virtual.

Lu, Joy, Dokyun Lee, Tae Wan Kim, and David Danks (February 2020), “Good Explanation for Algorithmic Transparency” *Artificial Intelligence, Ethics, and Society*, New York, NY.

Lu, Joy, Pinar Yildirim, Yanhao Wei, and Szu-chi Huang (September 2019), “Asymmetric Conformity During Altruistic Decisions,” *Philanthropy Innovations Conference*, Chicago, IL.

Lu, Joy, Dokyun Lee, Tae Wan Kim, and David Danks (June 2019), “What is a Good Explanation for Artificial Intelligence Decisions? A Human’s Guide to Understanding Machine Learning Output,” *Joint Statistical Meetings*, Denver, CO.

Lu, Joy, Dokyun Lee, Tae Wan Kim, and David Danks (June 2019), “What is a Good Explanation for Artificial Intelligence Decisions? A Human’s Guide to Understanding Machine Learning Output,” *ISMS Marketing Science Conference*, Rome, Italy.

Lu, Joy, Eric T. Bradlow, and J. Wesley Hutchinson (February 2019), “Testing Theories of Goal Progress within Online Learning,” *JMR Special Issue Pre-Conference*, Austin, TX.

Lu, Joy, Eric T. Bradlow, and J. Wesley Hutchinson (October 2018), “Testing Theories of Goal Progress within Online Learning,” *Association for Consumer Research*, Dallas, TX.

Lu, Joy, Eric T. Bradlow, and J. Wesley Hutchinson (March 2018), “Testing Theories of Goal Progress within Online Learning,” *Coursera Partners Conference*, Tempe, AZ.

Lu, Joy, Uma R. Karmarkar, and Vinod Venkatraman (October 2017), “Planning to Binge: How Consumers Choose to Allocate Time to View Sequential Versus Independent Media Content.” Session co-chaired with Elizabeth Friedman, *Association for Consumer Research*, San Diego, CA.

Lu, Joy, and Liangbin Yang (June 2017), “Keep Winning or Stop Losing? The Effects of Consumption Outcomes on Customer Engagement in Experiential Products.” *ISMS Marketing Science Conference*, Los Angeles, CA.

Lu, Joy, and J. Wesley Hutchinson (March 2017), “Split-Second Decision Making During Online Information Search: Static vs. Dynamic Stopping Rules.” *Frank M. Bass UTD FORMS Conference*, Dallas, TX.

Lu, Joy, and Liangbin Yang (February 2017), “Keep Winning or Stop Losing? The Effects of Consumption Outcomes on Customer Engagement in Experiential Products.” *Society for Consumer Psychology*, San Francisco, CA.

Lu, Joy, and J. Wesley Hutchinson (September 2015, Poster), “From Web to Wardrobe: Joint Modeling of Eye Movements and Decisions.” *Society for Neuroeconomics Annual Meeting*, Miami, FL.

Lu, Joy, and Liangbin Yang (June 2015), “Keep Winning or Stop Losing? The Effects of Consumption Outcomes on Customer Engagement in Experiential Products.” *WCAI Research Symposium*, San Francisco, CA.

Lu, Joy, and J. Wesley Hutchinson (June 2015), “From Web to Wardrobe: Joint Modeling of Eye Movements and Decisions.” *ISMS Marketing Science Conference*, Baltimore, MD.

Lu, Joy, and J. Wesley Hutchinson (May 2015), “From Web to Wardrobe: Joint Modeling of Eye Movements and Decisions.” *Interdisciplinary Symposium on Decision Neuroscience*, Boston, MA.

Lu, Joy, and J. Wesley Hutchinson (March 2015), “From Web to Wardrobe: Joint Modeling of Eye Movements and Decisions.” *Mid-Atlantic Marketing Doctoral Symposium*, Philadelphia, PA.

## **INVITED TALKS**

2024: Temple Marketing Seminar (postponed due to Family Leave)

2020: Cornell Marketing Workshop

2018: Plenary Speaker for Association for Continuing Legal Education (ACLEA) Annual Meeting, University of Pennsylvania (Annenberg School for Communications)

2017: University of Houston, Boston College, Syracuse, Temple, University of Toronto, Columbia, Penn State, Southern Methodist University, CU Boulder, Carnegie Mellon, Erasmus

## **AWARDS, GRANTS, AND FELLOWSHIPS**

JP Morgan Faculty Research Award, 2023-2024 (\$80,000)

CMU Center for Intelligent Business (CIB) Fellow in genAI, 2023-2024 (\$10,000)

Winner, Best Conference Paper Award, Society for Business Ethics Conference, 2021

Finalist, Best Practical Solutions Award, Society for Business Ethics Conference, 2021

Innovative Models for Undergraduate Research (IMUR) Fellow, 2020-2021 (\$4,000)

Carnegie Bosch Institute Research Award, 2020-2021 (\$124,113)  
Carnegie Bosch Institute Research Award, 2019-2020 (\$116,400)  
Patty and Jay H. Baker Ph.D. Fellowship 2014-2015, 2017 (\$10,000)  
Russell Ackoff Doctoral Student Fellowship 2015 (\$1,500)  
Mack Institute Grant 2015 (\$1,500)  
David M. Grether Prize in Social Science 2013

## PROFESSIONAL AND UNIVERSITY SERVICE

Ad Hoc Reviewer:

*Journal of Marketing Research*  
*Management Science*  
*Marketing Science*  
*Organizational Behavior and Human Decision Processes*  
*Journal of the Academy of Marketing Science*  
*Marketing Letters*  
*Journal of Organizational and Electronic Commerce*  
*PLOS ONE*

Editorial Review Board: *Journal of Marketing Research* (2023-present)

Conference Reviewing: *Association for Consumer Research Conference, Society for Consumer Psychology, International Conference on Information Systems*

CMU Tepper Marketing Seminar Organizer (2018-present)

## STUDENT ADVISING

Faculty Advisor to CMU Chapter American Marketing Association, 2019-2022  
Dissertation Committee, Jinwoo Kim  
1<sup>st</sup> and 2<sup>nd</sup> year summer paper reader, Dissertation Chair, Ziyang (Angela) Xiao  
2<sup>nd</sup> year summer paper reader, Xiaohang (Flora) Feng  
Dissertation Committee, Samuel Levy

## TEACHING EXPERIENCE

Instructor, Bayesian Statistics (PhD), Fall 2024  
Instructor, Pricing Strategy (MBA), Spring 2023, 2024  
Instructor, Experiential Learning through Projects, Summer 2021  
Instructor, Marketing I (Undergraduate), Spring 2019-2021, Fall 2021, Spring 2024  
Teaching Assistant, Marketing Research, Spring 2018 (Instructor: Gideon Nave)  
Teaching Assistant, Consumer Neuroscience, Spring 2017 (Instructor: J. Wesley Hutchinson)  
Teaching Assistant, Marketing Research, Spring 2017 (Instructor: Gideon Nave)  
Guest Lecturer, Design Fundamentals and Applications in Business, Spring 2016  
(Instructor: Cathy Schrand)  
Teaching Assistant, Marketing Research, Fall 2015 (Instructor: Young-Hoon Park)  
Teaching Assistant, Marketing Research, Spring 2015 (Instructor: Qiaowei Shen)  
Teaching Assistant, Consumer Behavior, Fall 2014 (Instructor: Gizem Saka)

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)  
Marketing Science Institute (MSI)  
Association for Consumer Research (ACR)  
Society of Consumer Psychology (SCP)