

## TONG (JOY) LU

Phone: 412-268-5162  
tonglu@andrew.cmu.edu  
<https://www.cmu.edu/tepper/faculty-and-research/faculty-by-area/profiles/lu-tong.html>

Tepper School of Business  
Carnegie Mellon University  
Tepper Quad 5115  
5000 Forbes Ave  
Pittsburgh, PA 15213

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### POSITIONS

**Carnegie Mellon University**, Pittsburgh, PA – July 2018 to Present  
Assistant Professor of Marketing, Tepper Business School

### 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

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.

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

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.

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, Eric T. Bradlow, and J. Wesley Hutchinson, “Testing Theories of Goal Progress within Online Learning,” *Journal of Marketing Research*: 0022243721991100.

## SUBMITTED PAPERS

Lu, Joy, Uma R. Karmarkar, and Vinod Venkatraman, “Planning to Binge: How Consumers Choose to Allocate Time to View Sequential Versus Independent Media Content,” Under 2<sup>nd</sup> round review at *Journal of Marketing Research*.

Lu, Joy, Eric T. Bradlow, and J. Wesley Hutchinson, “Multiple Dimensions of Binging and Their Downstream Consequences,” R&R at *Journal of Marketing*.

Lu, Joy, Dokyun Lee, Tae Wan Kim, and David Danks, “Good Explanation for Algorithmic Transparency,” Under 1<sup>st</sup> round review at *Journal of Marketing*.

Lu, Joy, and J. Wesley Hutchinson, “Information Search within a Webpage: Boundedly Rational Models of Eye Movements and Clicks,” Under 1<sup>st</sup> round review at *Management Science*.

## WORKING PAPERS

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

Lu, Joy, Jingyan Xu, and Kaili Chen, “Analysis of Sentiment Preferences of Consumers of Open Source Books and Audiobooks.”

Kim, Tae Wan, Joy Lu, Kyusong Lee, Zhaoqi Cheng, Yanhan Tang, John Hooker, “When Is It Permissible For Artificial Intelligence to Lie?”

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

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

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).

## CONFERENCE PRESENTATIONS

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, 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

2020: Cornell Marketing Workshop

2018: Plenary Speaker for ACLEA, 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

## **GRANTS AND AWARDS**

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

## **TEACHING EXPERIENCE**

Instructor, Experiential Learning through Projects, Summer 2021  
Instructor, Marketing I, Spring 2019-2021, Fall 2021  
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)

## **STUDENT ADVISING**

Faculty Advisor to CMU Chapter American Marketing Association, 2019-present  
Dissertation Committee, Jinwoo Kim  
1<sup>st</sup> year summer paper reader, Ziyang (Angela) Xiao

## **REFEREE**

Ad Hoc Referee for *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Association for Consumer Research Conference*, *Journal of Organizational and Electronic Commerce*, *International Conference on Information Systems*

Associate Editor for *International Conference on Information Systems*

## **UNIVERSITY ACTIVITIES**

Lightning Talk “Team Discussion of Business Cases and Application to Current Events”, CMU’s Teaching & Learning Summit, November 2019

CMU Marketing Seminar Co-Organizer (2018-present)