

FACULTY FINDER :

[GO](#)



VIEW FACULTY :

[By Name](#)
[By Academic Unit](#)
[By Interest](#)



Michael Luca

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

UNIT	NEGOTIATION, ORGANIZATIONS & MARKETS
CONTACT	(617) 495-8382 Send E-Mail
INTERESTS	decision-making, electronic commerce, electronic markets, user-generated content, more >

- RELATED LINKS :**
- [Christensen Center for Teaching and Learning](#)
 - [Faculty Recruiting](#)
 - ▶ [Global Research Centers](#)
 - [Asia-Pacific Research Center](#)
 - [Japan Research Center \(English\)](#)
 - [Europe Research Center](#)
 - [Latin America Research Center](#)
 - [India Research Center](#)
 - ▶ [Initiatives](#)
 - [Arthur Rock Center for Entrepreneurship](#)
 - [Business History](#)
 - [Christensen Center for Teaching and Learning](#)
 - [Global Initiative](#)
 - [Healthcare Initiative](#)
 - [Institute for Strategy and Competitiveness](#)
 - [Leadership Initiative](#)
 - [Social Enterprise Initiative](#)
 - [Research Associate Positions](#)

Overview	Biography	Publications & Course Materials	Current Research	Areas of Interest
--------------------------	---------------------------	---	----------------------------------	-----------------------------------

Michael Luca is an Assistant Professor in the Negotiation, Organizations, and Markets Unit at Harvard Business School. Michael studies the role of information (such as rankings, expert evaluations, online consumer reviews, and quality disclosure laws) in market settings. He is interested in understanding which types of information are most salient for decision-makers, how information is produced, and how it shapes markets. His current work investigates learning in the internet age, where consumer review websites such as Yelp.com are changing the way people make decisions.

[more](#)

ADDITIONAL INFORMATION

[Curriculum Vitae](#)

- RESOURCES :**
- [Baker Library | Bloomberg Center](#)
 - [Business History Review](#)
 - [Harvard Business Publishing](#)
 - [Harvard Business Review](#)
 - [HBS Alumni Bulletin](#)
 - [HBS Working Knowledge](#)