# Yuan Lu

Fisher College of Business, The Ohio State University
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Sep 2025

## EDUCATION

**The Ohio State University, Max M. Fisher College of Business, OH, USA**  Aug. 2023 – Present
Ph.D., Marketing (Quantitative Modeling)

**University of Minnesota, Twin Cities, MN, USA**  Sep. 2021–May 2023
M.S., Statistics

**University of International Business and Economics (UIBE), Beijing, China**  Aug. 2014 – Jul. 2018
B.S., Marketing Management

## PROJECTS IN PROGRESS

Heterogeneous Endorsement Effect, with Alice Li and Greg Allenby

## RESEARCH TALK & PRESENTATION

Discussion of "How to Read the Mind of Customers" (Author: Hyeasinn Song, 2025 Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln)  Apr. 2025

Heterogeneous Endorsement Effect (39th Edward F. Hayes Graduate Research Forum, The Ohio State University)  Feb. 2025

## AWARDS

Third Place, 39th Edward F. Hayes Graduate Research Forum, The Ohio State University  Feb. 2025

## TEACHING EXPERIENCE

Fisher College of Business, The Ohio State University
Instructor
    BUSML 4202 Marketing Research

School of Statistics, University of Minnesota
Teaching Assistant  Jan. 2022 – May 2023
    STAT 1001 Introduction to the Ideas of Statistics (Ratings 5.45/6.00)
    STAT 3021 Introduction to Probability and Statistics

STAT 3032 Regression and Correlated Data (Ratings 5.83/6.00)
STAT 5021 Statistical Analysis (Ratings 5.50/6.00)

## WORK EXPERIENCE

Topline Brand Management Corporation (Topline Consulting), Beijing, China
Account Executive                                                    Mar. 2018 – Oct. 2018
Internship                                                           Feb. 2017 – Jul. 2017

## CAMPUS SERVICE EXPERIENCE

Society of Marketing (SOM), Business School, UIBE                   Sep. 2014 – Jul. 2018
President                                                           Jul. 2016 – Jul. 2017

## COURSEWORK

*Marketing*
   Consumer Behavior                                                Rebecca Reczek
   Selective Topics in Quantitative Marketing                       Alice Li
   Marketing Models                                                 Greg Allenby

*Statistics*
   Theory of Statistics I& II                                       Hui Zou
   Advanced Regression Techniques                                   Yuhong Yang
   Design of Experiments and Mixed-Effects Modeling                 Birgit Grund
   Statistical Computing                                            Adam Rothman
   Advanced Computational Statistics                                Sebastian Kurtek

*Economics*
   Microeconomics Theory IA                                         John Rehbeck
   Microeconomics Theory IB                                         James Peck
   Econometrics I                                                   Rui Wang
   Econometrics II                                                  Jason Blevins
   Industrial Organization Empirical Research Methods               Jose Miguel Abito

*Computer Science*
   Computer Vision                                                  Wei-Lun Chao
   Applied Artificial Intelligence                                  AliAlilooeeDolatabad
   Data Mining                                                      Huan Sun

## SOFTWARE SKILLS

Programming Language/Statistics Software Skills: R, SPSS, Python, LaTex