

Yuan Lu

Fisher College of Business, The Ohio State University
540 Fisher Hall, 2100 Neil Ave, Columbus, OH 43210
Tel: +1 (612) 459-0706 Email: lu.2497@osu.edu
April 2024

EDUCATION

The Ohio State University, Max M. Fisher College of Business, OH, USA Ph.D., Marketing (Quantitative Modeling)	Aug. 2023 – Present
University of Minnesota, Twin Cities, MN, USA M.S., Statistics	Sep. 2021–May 2023
University of International Business and Economics (UIBE), Beijing, China B.S., Marketing Management	Aug. 2014 – Jul. 2018

TEACHING EXPERIENCE

School of Statistics, University of Minnesota Teaching Assistant	Jan. 2022 – May 2023
STAT 1001 Introduction to the Ideas of Statistics	
STAT 3021 Introduction to Probability and Statistics	
STAT 5021 Statistical Analysis	

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 President	Sep. 2014 – Jul. 2018 Jul. 2016 – Jul. 2017
--	--

PROJECT & PRESENTATION

A Prediction Model for Detecting Fraudulent Claims of Automobile Insurance Using Advanced Linear Regression Techniques	Dec. 2021
A Study of the Consumer Cognitive and Emotional Engagement's Effect on Purchase Intention of Smartphone Brand Community (bachelor's degree thesis)	Jun. 2018

COURSEWORK

Marketing (UIBE)

Principles of Marketing	Leinan Zhang
Marketing Research	Wei Xiong
Service Marketing	Yonggui Wang
Consumer Behavior	Shiyang Gong
Advertising Integrated Marketing Communication	Jiaqi Xue
Marketing Channels	Jiaqi Xue
Sales and Customer Relationship Management	Leinan Zhang
Business to Business Marketing	Shenghui An
Marketing Experiment	Yulong Hu
Marketing Management	Huifen Fu
Business Data Analysis	Jianqing Huang

Statistics (UMN)

Theory of Statistics I	Hui Zou
Theory of Statistics II	Hui Zou
Advanced Regression Techniques	Yuhong Yang
Design of Experiments and Mixed-Effects Modeling	Birgit Grund
Analysis of Categorical Data	Charles Geyer
Statistical Computing	Adam Rothman
Psychological Measurement	Niels Waller

Doctoral Coursework at OSU

Consumer Behavior	Rebecca Reczek
Marketing Modeling	Alice Li
Microeconomics Theory IA	John Rehbeck
Microeconomics Theory IB	James Peck

SOFTWARE SKILLS

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