Yuan Lu

Fisher College of Business, The Ohio State University
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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

Archetypal Decision Process, with Alice Li and Greg Allenby
Interpretable Virtual Influencer Creation, with Alice Li and Greg Allenby

RESEARCH TALK & PRESENTATION

Upcoming

Archetypal Decision Process (2026 ISMS Marketing Science Conference, Nova School of Business and Economics, Portugal) — June 2026

Archetypal Decision Process (2026 Haring Symposium, Kelly School of Business, Indiana University, Bloomington) — Apr.2026

Past

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 (Ratings 4.90/5.00)

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