

UPDATED JULY 2023

LU YAN

Department of Management and Marketing
Faculty of Business, The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong

Phone: (+852) 2677 7949
Email: lu-ruby.yan@polyu.edu.hk
Personal Page: luyan.io

EMPLOYMENT

Hong Kong Polytechnic University	
Assistant Professor of Marketing, Department of Management and Marketing	2023-present

EDUCATION

Purdue University, IN, USA	
Ph.D. in Marketing	2023
M.S. in Marketing	2017
Nanjing University, Nanjing, China	
M.S. in Software Engineering	2014
B.S. in Software Engineering	2012

RESEARCH INTERESTS

Substantive: Household Sustainability, Crowdfunding Platforms, Influencer Marketing, Blockchain
Methodology: Causal Inference, Machine Learning, Structural Modeling

RESEARCH PAPERS

“Household Food Carbon Footprint and Club Store Shopping” (with Ting Zhu, Li Song), revise
& resubmit at Journal of Marketing Research

“Donors, Buyers, and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-Up”
(with Qiang Liu and Ting Zhu), draft paper

TEACHING EXPERIENCE

Purdue University	
Marketing Management (Undergraduate), Evaluation: 4.74/5	2019, 2021
Purdue University Teaching Academy Graduate Teaching Award	2022
Distinguished Graduate Student Instructor	2021

CONFERENCE PRESENTATIONS AND INVITED TALKS

“Household Food Carbon Footprint and Club Store Shopping”

Marketing for Environmental Sustainability Conference, Stanford Jan 2023

Hong Kong University of Science and Technology, Virtual Nov 2022

Hong Kong Polytechnic University, University of Texas at Dallas, Nanyang Sep - Nov 2022

Technological University, Tulane University

Marketing Science Conference, Virtual Jun 2022

“Donors, Buyers, and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-Up”

Marketing Science Conference, Virtual Jun 2021

AWARDS AND GRANTS

Purdue University Teaching Academy Graduate Teaching Award 2022

The Purdue Research Foundation (PRF) Research Grant 2021

Distinguished Graduate Student Instructor 2021

Krannert Doctoral Research Fund 2020, 2021

Best Presentation at Krannert Ph.D. Research Symposium 2020, 2022

People's Scholarship, Nanjing University 2008 - 2013

INDUSTRIAL EXPERIENCE

Financial Manager, The Agricultural Bank of China (Nanjing, China) 2014-2015

Applied Scientist Intern, eBay China Development Center (Shanghai, China) 2013-2014

Software Engineer Intern, Baidu Inc. (Beijing, China) 2011-2012