

Lu Yan

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EDUCATION

- **Krannert School of Management, Purdue University** West Lafayette, IN
Ph.D. in Marketing (Expected) 2017 - Present
- **Krannert School of Management, Purdue University** West Lafayette, IN
M.S. in Marketing Marketing 2016 - 2017
- **Nanjing University** Nanjing, China
M.E. in Software Engineering 2012 - 2014
- **Nanjing University** Nanjing, China
B.E. in Software Engineering 2008 - 2012

EXPERIENCE

- **The Agricultural Bank of China** Nanjing, China
Financial Manager August 2014 - May 2015
- **eBay China Development Center** Shanghai, China
Data Scientist(Full-time Intern) April 2013 - April 2014
- **Baidu Inc.** Beijing, China
Software Engineer(Full-time Intern) November 2011 - May 2012

WORKING PAPERS

- : (Work in progress) Research oriented, open source, search engine for bringing reverse multimedia search to small & mid scale enterprises. Tech: Python, NodeJS, Intel OpenVino Toolkit, Selenium, TensorFlow (October '18)
- **Drag-n-drop machine learning learning environment (Web Development, Machine Learning)**: Scratch like tool for implementing machine learning pipelines along with built in tutorial for each concept. Tech: Python, JavaScript (September '18)
- **Search Engine and Social Network(Web Development, Web Crawler, Search)**: Created from scratch a social network and a search engine based on the idea of integrating Facebook and Google. The launched website was among top 1000 websites in India during 2012-2013. Tech: PHP, MySQL, HTML, CSS, WebSockets, JavaScript, RSS, XML (May '12)

TEACHING EXPERIENCE

- **MGMT32400 - Marketing Management** Summer 2021/Spring 2019
Instructor Rating:4.83
- **MGMT59000 - Consumer Behavior & Mktg** Spring 2022/Spring 2020
Teaching Assistant for Prof.Ting Zhu
- **MGMT59000 - Applied Marketing Analytics** Fall 2018
Teaching Assistant for Prof.Jinsuh Lee
- **MGMT42900 - Experimental Marketing** Spring 2018
Teaching Assistant for Prof.Jinsuh Lee

HONORS AND AWARDS

- Purdue University Teaching Academy Graduate Teaching Award, 2022
- Distinguished Graduate Student Instructor, 2021
- The Purdue Research Foundation (PRF) Research Grants, 2020-2021
- Best Presentation of Krannert Ph.D. Research Symposium, 2020
- Graduate Assistantship, Krannert School of Management, 2017-2020

CONFERENCE AND WORKSHOP PARTICIPATION

- Marketing Science Conference, Virtual, June 2022
- Marketing Seminar, West Lafayette, IN, December 2021
- Marketing Science Conference, Virtual, June 2021