

Lan Wu

Associate Professor of Marketing

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EDUCATION

2001-2006 Ph.D. (Management, Marketing Area)
 Georgia Institute of Technology, Atlanta, GA
1997-2000 M.S. (Economics)
 East China University of Science and Technology, Shanghai, PRC
1993-1997 B.S. (Foreign Trade)
 East China University of Science and Technology, Shanghai, PRC

PROFESSIONAL EXPERIENCE

2013- Associate Professor at California State University, East Bay (with tenure)
2006- 2013 Assistant Professor at California State University, East Bay
2003- 2006 Instructor at Georgia Institute of Technology

TEACHING EXPERIENCE

2006- Marketing Principles Advertising Management
 Marketing Research Consumer Behavior
 Marketing Management (graduate) Marketing Research (graduate)
 Product Management (graduate)

RESEARCH INTEREST

- Effects of Phonetic Symbolism on Consumer Brand Perceptions
- Behavioral and Affect Regulation
- Methodological issues in Marketing Research
- Pedagogy Issues

HONORS & AWARDS

- 2015-2016 CSUEB PEIL Grant
- 2011 Finalist- Marketing Management Association Teaching Innovation Competition
- 2008-2009 CSUEB College of Business and Economics Mini Research Grant
- 2007-2008 CSUEB College of Business and Economics Research Support Grant
- 2007-2008 CSUEB Faculty Research Grant
- 2006-2007 CSUEB Faculty Research Grant
- 2005 Winner of ACR/Sheth Foundation Dissertation Proposal Competition
- 2005 Georgia Institute of Technology CETL/BP Outstanding Teaching Assistant Award
- 2004 American Marketing Association/Sheth Foundation Doctoral Consortium Fellow

RESEARCH PUBLICATIONS

Book/Book Chapter

- **Wu, Lan** (Editor) (2011). *Legends in marketing: Naresh K. Malhotra: Vol. 2. Research methodology: Research design and data analysis*. New Delhi, India: Sage Publications Pvt Ltd.
- Malhotra, Naresh K., **Lan Wu**, and Fred Allvine (2006). Marketing reform: The case of excessive buying. In J. Sheth & R. Sisodia (Eds.), *Does Marketing Need Reform* (pp. 45-53). NY: M. E. Sharpe Inc.

Peer Reviewed Publications- Journal Articles

- Yang, Jing-wen and **Lan Wu** (2016), "Cognitive Skills of Accounting Students: Does Language Background Matter?" *Academy of Business Research Journal*, forthcoming. **Equal authorship**.
- Klink, Richard. R. and **Lan Wu** (2014), "The Role of Position, Type, and Combination of Sound Symbolism Imbeds in Brand Names," *Marketing Letters*, 25, 13-24. **Equal authorship**.
- Malhotra, Naresh K., **Lan Wu**, and Jeryl Whitelock (2013), "An Updated Review of Research Published in the International Marketing Review between 1983 and 2011", *International Marketing Review*, 30, 7-20.
- **Wu, Lan**, Richard K. Klink, and Jiangsheng Guo (2013), "Creating Gender Brand Personality with Brand Names: The Effects of Phonetic Symbolism," *Journal of Marketing Theory and Practice*, 21, 319-329.
- **Wu, Lan** and Thomas Foscht (2012), "The Lonely Shopper: How Self-regulation Mediates the Relationship between Loneliness and Impulsive Buying," *Review of Business Research*, 12 (3), 173-180.
- Wong, Andrew D. and **Lan Wu** (2012), "Teaching Consumer-Oriented Ethnographic Research," *Marketing Education Review*, 22, 15-19. **Equal authorship**.
- **Wu, Lan**, Yi He, and Nancy Y. Wong (2010), "Mood and Comparative Decision Making: The Moderating Effects of Self-relevance, Cognitive Load, and Consumer Impulsiveness," *Journal of Academy of Business and Economics*, 10 (3), 89-100.
- Malhotra, Naresh K., Arun K. Jain, Ashutosh Patil, Christian Pinson, and **Lan Wu** (2010), "Consumer Cognitive Complexity and the Dimensionality of Multidimensional Scaling Configurations," *Review of Marketing Research*, 7, 199-253.
- Rosser, Sue V., Jane Daniels, and **Lan Wu** (2006), "Institutional Factors Contributing to Dearth of Women STEM Faculty: Classification and Status Matter; Location Doesn't," *Journal of Women and Minorities in Science and Engineering*, 12, 79-93.
- Malhotra, Naresh K., **Lan Wu**, and Jeryl Whitelock (2005), "An Analysis of the First Twenty- One Years of Research in the International Marketing Review, 1983-2003,"

International Marketing Review, 22, 391-398.

- Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, G Shainesh, and **Lan Wu** (2005), “Dimensions of Service Quality in Developed and Developing Economies: Multi-Country Cross-Cultural Comparisons,” *International Marketing Review*, 22, 256-278.

Work in Progress

- Wu, Lan and Naresh K. Malhotra, “The Excessive Buying Scale: Development and Validation,” under review.
- Rong, Zhao and Lan Wu, “The Effect of Free Riding on Durable Consumption: Evidence from Color Television Adoption in Rural China”, currently under review.

Peer Reviewed Publications- Conference Proceedings

- Wu, Lan and Sweety Law (2016), “A Practical Approach to Teach Graduate Students to Write Persuasively for Business Decision Making,” in *Atlantic Marketing Association Proceedings*, forthcoming.
- Foscht, Thomas, Florian Dorner, **Lan Wu**, and Cesar Maloles (2012), “The Lonesome Online-Shopper – The Impact Of Loneliness On Impulsive Buying Behavior In An Online Retailing Environment”, in *EMAC Conference Proceedings*, 41, 288-289.
- **Wu, Lan**, Richard K. Klink, and Jiangsheng Guo (2011), “Creating Gender Brand Personality with Brand Names”, in *AMA Summer Marketing Educators’ Conference Proceeding*, 22, 414-415.
- Wong, Andrew D. and **Lan Wu** (2011), “Conducting Consumer-Oriented Ethnographic Research: A Teaching Innovation”, in *MMA Fall Educator’s Conference Proceeding*, 102-103.
- **Wu, Lan** and Naresh K. Malhotra (2010), “Excessive Buying: The Construct and Scale Development”, in *AMA Summer Marketing Educators’ Conference Proceeding*, 21, 298.
- **Wu, Lan**, Naresh K. Malhotra, and Koert van Ittersum (2006), “Excessive Buying: Conceptual Typology and Scale Development”, in *Advances in Consumer Research*, 33, 401-402.
- Wong, Nancy Y. and **Lan Wu** (2005), “Mood and Choice: The Influence of Self-Relevance, Need for Cognition, and Affective Feelings on Consumption Decisions”, in *Advances in Consumer Research*, 32, 610-611.

CONFERENCE PRESENTATIONS

- “A Practical Approach to Teach Graduate Students to Write Persuasively for Business Decision Making,” competitive paper session at the *Atlantic Marketing Association Conference*, Charleston, SC, September 2016.
- “Cognitive Skills of Accounting Students: Does Language Proficiency Matter?” competitive paper session at the *American Accounting Association Annual Meeting*,

Chicago, IL, August 2015.

- “The Lonely Shopper: How Self-regulation Mediates the Relationship between Loneliness and Impulsive Buying”, competitive paper session at the *IABE Conference*, Las Vegas, NV, October 2012.
- “Conducting Consumer-Oriented Ethnographic Research: A Teaching Innovation”, competitive paper session at the *MMA Fall Educator’s Conference*, St. Louis, MO, September, 2011.
- “Creating Gender Brand Personality with Brand Names”, competitive paper session at the *AMA Summer Marketing Educator’s Conference*, San Francisco, CA, August 2011.
- “Mood and Comparative Decision Making: The Moderating Effects of Self-relevance, Cognitive Load, and Consumer Impulsiveness”, competitive paper session at the *IABE Conference*, Las Vegas, NV, October 2010.
- “Excessive Buying: The Construct and Scale Development”, competitive paper session at the *AMA Summer Marketing Educators’ Conference*, Boston, MA, August 2010.
- "Excessive Buying: Conceptual Typology and Scale Development", competitive paper session at the *ACR Conference*, San Antonio, TX, October 2005.
- "Mood and Choice: The Influence of Self-Relevance, Need for Cognition, and Affective Feelings on Consumption Decisions", competitive paper session at the *ACR Conference*, Portland, OR, October 2004.

SERVICE

Professional Service

- Reviewer
Journal of Consumer Marketing, Advances in Consumer Research, AMA Educator’s Conference Proceedings
- Discussant
IABE Conference

University Service, CSUEB

Committee Service

- Faculty Diversity and Equity Committee, 2016-2018
- Quarter to Semester Student Advising Committee, 2016-2017
- Quarter to Semester Student Advising Committee, 2015-2016
- Academic Senate (elected), 2014-2016
- Academic Senate (elected), 2012-2014
- Committee on Research (elected, secretary), 2010-2012
- Student Research Sub Committee, Winter 2011
- Library Advisory Committee, 2008-2009

Other Service

- Faculty panel for the CSUEB New Faculty Orientation, Flag bearer and faculty marshal for the CSUEB Student Honors Convocations, participant in the CSUEB Institutional Learning Outcomes forum, faculty advisor for the Direct Marketing Association Conference

College Service, College of Business and Economics

Committee Service

- Faculty Affairs Committee, 2016-2018
- Advisory Board for CBE's China America Business & Education Center, Spring 2012-
- Faculty Affairs Committee, 2014-2016
- Faculty Affairs Committee (at large member), 2011-2013
- CBE Vision Action Taskforce Committee, Fall 2011- Spring 2012

Other Service

- Faculty marshal for CBE commencement, contributing to the CBE's executive MBA program

Department Service, Department of Marketing and Entrepreneurship

Committee Service

- Faculty Search Committee, Summer- Fall 2016
- Lecture Review Committee, Spring 2015
- Faculty Search Committee, Summer- Fall 2014
- Option Review Committee, Spring 2014
- Faculty Search Committee, Summer- Fall 2013
- Faculty Search Committee, Summer 2009
- Option Revision Committee, Spring 2009
- Outcome Assessment Committee, Spring 2009
- Peer Review Committee- Part Time Faculty, Spring – Summer, 2008
- Curriculum Revision Committee, Fall 2007

Other Service

- Marketing option advisor at CSUEB graduate information fair, in-class peer reviews

Community Service

- Presentations to commerce delegations from China
- Bridging the community and the classroom
 - Inviting speakers from Draftfcb, Sherwin Williams, Target, and Society of Individual Show Organizers
 - Guiding students to complete research project for Fifty-Five Star Venture
- Volunteer work