

**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-

## **RESEARCH PUBLICATIONS**

### **Book/Book Chapter**

- x **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.
- x 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**

- x Yang, Jing-wen and **Lan Wu** (2016), "Cognitive Skills of Accounting Students: Does Language Background Matter?" *Academy of Business Research Journal*, forthcoming. **Equal authorship**.
- x 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**.
- x 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.
- x **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.
- x **Wu, Lan** and Qn \$

*International Marketing Review*, 22, 391-398.

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Chicago, IL, August 2015.

- x “The Lonely Shopper: How Self-regulation Mediates the Relationship between Loneliness and Impulsive Buying

**College Service, College of Business and Economics**

Committee Service

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

Other Service

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

**Department Service, Department of Marketing and Entrepreneurship**

Committee Service

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

Other Service

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

**Community Service**

- x Presentations to commerce delegations from China
- x 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
- x Volunteer work