

Lan Luo

665 W 130th St, New York, NY 10027
(212) 854-1100; ll3448@gsb.columbia.edu

Curriculum Vitae

EDUCATION

Columbia University
Ph.D. Marketing
M.Phil. Marketing

New York, NY
2025 (Expected)
2023 (Expected)

Yale University
B.A. Economics; B.A. Statistics & Data Science (Honors)

New Haven, CT
2020

RESEARCH INTERESTS

Substantive: Digital Economies, User-Generated Content, Social Issues

Methodological: Deep Learning, Representation Learning, Applied Econometrics, Causal Inference, Probabilistic Machine Learning

PUBLICATIONS

Anne-Marie Nussberger, **Lan Luo**, Elisa Celis, Molly Crockett (2022). Public attitudes value interpretability but prioritize accuracy in Artificial Intelligence. *Nature Communications*, 13(1), 5821.

TEACHING

Teaching Assistant, *Columbia Business School*
Pricing Strategies (MBA)
Market Intelligence (MBA, MS)

Asim Ansari (S'22-23)
Robert Morais & Kamel Jedidi (F'21-22)

DOCTORAL COURSEWORK

Columbia University

Marketing:

Applied Multivariate Statistics
Consumer Behavior I
Bayesian Modeling and Computation
Analytical Models
Empirical Models
Mathematical Models
Consumer Behavior II
Marketing Decisions and Methods

Kamel Jedidi (F'20)
Michel Pham & Bernd Schmitt (F'20)
Asim Ansari (F'21)
Kinshuk Jerath (S'21)
Asim Ansari (S'21)
Rajeev Kohli (S'22)
Eric Johnson (S'22)
Donald Lehmann (Summer 22)

Economics:

Econometrics I
Economic Analysis I/II
Econometrics II
Economic Theory III/IV
Industrial Organization
Microeconometrics

José Luis Montiel Olea & Jushan Bai (F'20)
Geoffrey Heal (F'20)
Jushan Bai & Simon Lee (S'21)
Paolo Siconolfi (S'21)
Gautam Gowrisankaran (F'21)
Simon Lee (S'22)

Statistics and Computer Science:
Representation Learning
Probabilistic Models and Machine Learning
Applied Causality

Carl Vondrick (F'21)
David Blei (F'22)
David Blei (S'23)

Yale University

Economics:
Behavioral Finance

Nicholas Barberis (S'19)

Statistics and Computer Science:
Topics in Deep Learning

Martin Min & Mark Gerstein (S'20)

OTHER EXPERIENCE

Yale School of Management: Operations Management
Research Assistant for Tauhid Zaman

New Haven, CT
2019-20

Analysis Group (Economic Consulting)
Summer Analyst Intern

Boston, MA
2019

Yale Crockett Lab (Quantitative Psychology)
Research Assistant for Molly Crockett

New Haven, CT
2019-20

Yale Department of Economics
Research Assistant for Cormac O'Dea

New Haven, CT
2018

Yale School of Management: Financial Stability
Research Assistant for Andrew Metrick

New Haven, CT
2017

Yale Cowles Foundation in Economics
Research Assistant for Sharon Traiberman and Giampaolo Lecce

New Haven, CT
2017

AWARDS AND HONORS

Bernstein Center for Leadership and Ethics Doctoral Research Grant *2022*
Don Lehmann Scholar Award *2020*
Hartigan Undergraduate Senior Thesis Prize for Statistics & Data Science *2020*
Richter Summer Fellowship Research Award *2019*
Herb Scarf Summer Research Award *2018*
Tobin Research Award *2018*

SKILLS

Language: English (native); Mandarin, French (proficient); Japanese, Korean (conversational)

Programming: Python, R, STATA, Stan, Mathematica, Java, SQL, ArcMAP/ArcGIS