



Dr. Lan Wu

Dr. Lan Wu is a professor of marketing at California State University, East Bay (CSUEB). She received her PhD in management in the area of marketing, from the Georgian Institute of Technology. At CSUEB, she has been teaching Consumer Behavior, Product and Brand Management, Marketing Data Visualization, and other courses at both undergraduate and graduate levels. Dr. Wu's research focuses on developing strong brands, motivating prosocial behaviors, and creative marketing pedagogies. Her research is featured in *Marketing Letters*, *International Marketing Review*, *Journal of Consumer Affairs*, and *Journal of Marketing Education*, among others. Dr. Wu also has years of experience working with her students to help small businesses in the local community.