

# Frank (YUFAN) LIN

University of Missouri - Columbia  
Trulaske College of Business  
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## EDUCATION BACKGROUND

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2021 (Expected)	Doctor of Philosophy candidate in Marketing University of Missouri – Columbia
2013	Master of Business Administration Concentration: Marketing Analytics University of Missouri – Columbia
2011	Bachelor of Business Administration in International Business University of Macau

## Research Interests:

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**Substantive:** Behavioral marketing strategy, Web chat sales and service, naturalistic frontline interactions, frontline employee management

**Methodological:**

Unstructured data analysis (text), Natural language Processing, Machine Learning, and Econometrics modeling

## Research in Progress:

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Lin, Frank, Detelina Marinova, Jagdip Singh “Impact of influence strategies on Commercial web-chat sales closing”, preparing for submission to Journal of Marketing in December 2019.

## Conference Presentation:

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“Letting Consumers Win in Webchat Sales” (with Detelina Marinova, Jagdip Singh), The thought leadership on Sales Profession Conference, 2019, Stanford University, California

“When Deals and Sales Converge in Webchat Platforms” (with Detelina Marinova, Jagdip Singh), Frontiers in Service Conference, 2018, Austin, Texas

“Letting Consumers Win in Webchat Sales” (with Detelina Marinova, Jagdip Singh), Organizational Frontlines Research Preconference Symposium, Winter AMA 2018, New Orleans

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## **TEACHING EXPERIENCE (undergraduate)**

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### *University of Missouri*

MRKTNG 4050 – Marketing Research Fall 2018 (32 students)

Composite Score: 3.93/5.00 Overall Teaching Effectiveness: 3.71/5.00

### *University of Missouri*

MRKTNG 4050 – Marketing Research Spring 2019 (32 students)

Composite Score: 4.2/5.00 Overall Teaching Effectiveness: 4.14/5.00

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## **HONORS AND AWARDS**

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2020	Consortium Fellow, AMA Sheth Consortium at Kelley School of Business in Indiana University
2020	Discussant, 29th Annual Mittelstaedt & Gentry Doctoral Symposium at University of Nebraska - Lincoln
2019	Consortium Fellow, Marketing Strategy Consortium at Kelley School of Business in Indiana University
2018	Raymond and Susan Chen Trulaske College of Business International PhD Scholarship
2018	University of Missouri Summer Research Fellowship 2018
2014 - Current	Ponder & Trulaske Scholarships
2014 - Current	Research Assistantship
2014	Rock Star Award and Super Star Award at Sears Holdings Corporation (Highest honor among Marketing, Finance, Pricing and Online Departments)
2013	The Outstanding Marketing Analytics MBA Award (sole recipient)
2013	Curator's GIA Scholarship
2013	Beta Gamma Sigma Honor Society

2012 – 2013

Full MBA tuition graduate research assistantship

## Selected Doctoral Coursework

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### Seminars in Marketing

Marketing Models  
Marketing Strategy  
Seminar in Research Methods in Marketing  
Multivariate Analysis in Marketing  
Consumer Behavior  
Advanced Research Methods in Marketing

### Professor

Murali Mantrala & Srinath Gopalakrishna  
Detelina Marinova  
Lisa Scheer  
Shaoming Zou  
Peter Bloch & Ratti Ratneshwar  
Detelina Marinova

### **Methodology**

Introductory Econometrics  
Introduction to Math Statistics  
Applied Statistical Models 1  
Applied Econometrics model (audit)  
Statistical Software & Data Analysis  
ISBM-Metrics and Statistical Models in B2B CRM  
ISBM - Qualitative Research Methods  
Seminar in Hierarchical Linear Modeling  
Introduction to Data Science in Python (University of Michigan)  
Applied Text Mining in Python (University of Michigan)  
Introduction to Natural Language Processing (Computer Science)

## Professional development activities

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2018 Graduate Academy  
2018 ISBM Theory building workshop  
2018 ISBM Writing workshop

## Industry Experience:

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2016 – 2017 Modeling Manager, Targeted Interactions, Sears Holdings Corporation, IL  
2015 – 2016 Sr. Analyst, Targeted Interactions, Sears Holdings Corporation, Hoffman Estates, IL  
2013 – 2014 Analyst, Targeted Interactions, Sears Holdings Corporation, Hoffman Estates, IL  
2012 – 2013 MBA Intern, Fraud Processing products, MasterCard Worldwide, O'Fallon, MO  
2012 Entrepreneurial scholar, MU Life Science Business Incubator, Columbia, MO

## **Technical skills:**

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Python 3, Python Pandas, Python Scikit Learn, SAS, SQL (Teradata, SQL server, MS Access), Natural Language Toolkit (NLTK), ArcGIS, R, Stata, EQS, SPSS, NLogit

## **Certification:**

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Base SAS programmer certification for SAS9 (Certification # SAS1008936)

Advanced SAS programmer certification for SAS9 (Certification # SAS1008936)

Introduction to Data Science in Python from University of Michigan (Coursera certification # XXSF98CX6ESL)

Applied Text Mining in Python from University of Michigan (Coursera certification #GKGNZ2DXJJGP)