Joy Lu

Assistant Professor at Carnegie Mellon University

Pittsburgh, PA, US

Joy Lu's research utilizes mathematical models to examine consumer behavior and psychology.

Biography

Joy Lu's research utilizes mathematical models to examine consumer behavior and psychology. She explores such topics as media consumption, bounded rationality, information processing, product search and explainable artificial intelligence.

Industry Expertise

Media - Online, Media - Broadcast, Media - Print, Consumer Goods, Consumer Services

Areas of Expertise

Media Consumption ?, Consumer Behavior, Consumer Psychology, Information Processing, Bounded Rationality, Product Search, Explainable Artificial Intelligence

Education

California Institute of Technology
B.S. Economics, Engineering & Applied Science

University of Pennsylvania
Ph.D. Marketing and Statistics

Accomplishments

David M. Grether Prize in Social Science
2013