

# Resume of Yuxin Lu

## **Basic Information**



School : School of Economics and Management  
Gender: Female  
Date of Birth: 198908  
Title: Lecturer  
Education: Ph.D of Management  
Tutor: Master degree  
Email: 269899027@qq.com  
Interest of research: Strategic Management, Marketing Strategy, Consumer Behavior

## **Enrollment information**

1. Admission Disciplines: Business Administration
2. Research Direction: Strategic Management, Marketing Management, Consumer Behavior
3. Enrollment Year: 2023-2024

## **Academic Background**

1. 2007.09-2011.06, Wuhan University of Technology, English literature, Bachelor's degree of Arts.
2. 2008.09-2011.06, Wuhan University, International Economics and Trade (minor), Second Bachelor's degree of Economics.
3. 2011.09-2012.12, University of St Andrews (UK), Management, Master's degree of Management.
4. 2013.09-2018.06, Wuhan University, Marketing management, Doctor's degree of management.

## **Representative Projects**

1. Presided over the Philosophy and Social science research project of Hubei Provincial Department of Education, "Research on the path and effect of enterprise technology transformation for complementary assets" (Project No. 21Q071), in research.
2. Presided over the Doctoral Research Start-up Fund Project of Hubei University of Technology "Research on the influence of market assets on the performance of technological change of enterprises" (Project No. BSQD2019048), in research.
3. Presided over the horizontal research project of Hubei University of Technology "Research on Coping strategies of Small and medium-sized enterprises under the background of Technology substitution", in research.

4. Presided over the horizontal research project of Hubei University of Technology "Research on Digital Transformation Strategy of High-tech Enterprises", in research.

### **Representative Articles**

1. Wang Tao, Lu Yuxin. Relationship input of firms to government and firm exports in emerging markets: the moderating role of innovation capability [J]. Science of Science and Management of Science and Technology, 2017, 38(7): 90-104.
2. Wang Tao, Lu Yuxin, Jin Luoxin. Study on the influence of organizational structure organicity on reverse internationalization performance from the perspective of dynamic capability [J]. Chinese Journal of Management, 2018, 15(2): 174-183.