

# RICHARD W. LU

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\*For working papers and work in progress, please refer to my website.

## EDUCATION

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**University of California, Berkeley**

*Aug 2014 - May 2019 (Expected)*

Ph.D., Business Administration

Dissertation: Surveying Personality with Behavior: The Situational Influences and Individual Outcomes of Self-Monitoring Behavior\*

**Georgia Institute of Technology, Atlanta**

*Aug 2011 - Dec 2013*

B.S., Industrial Engineering.

GPA: 4.00

## CAREER OBJECTIVE

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To find a full-time position as a data scientist where I can leverage my training both as a social scientist and engineer to uncover insights from data for business applications.

## SELECTED PROJECTS

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**Imputing Cultural Fit\* (Under Review)**

*Data Sources:* 5M+ emails (with content), culture surveys, personnel records

*Methodology:* NLP and PCA for feature extraction, random forest model with surveys as target data

*Major Finding:* Perceiving organizational culture is distinct from valuing it

**Assessing Career Progression\* (Working Paper)**

*Data Sources:* 3M+ person-months of personnel records, exit data (with reason)

*Methodology:* Matching on observables, piecewise exponential hazard rate models, fixed effects OLS

*Major Finding:* Women receive pay benefits but performance rating detriments for career atypicality

**Visualizing Responsibility\* (Data Analysis)**

*Data Sources:* 180K+ job data (with stages), MTurk subjective rating surveys

*Methodology:* CNN with class activation maps trained on survey data, field experiment

*Major Finding:* There are differential cancellation rates for jobs by race as well as imputed responsibility

## TECHNICAL STRENGTHS

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**Skills**

Data Visualization, Dimensionality Reduction, Econometrics, ML, NLP, OOP, Relational Databases, Statistics, Web Scraping

**Programming Languages**

Python (Expert); R (Expert); SQL (Expert); HTML, CSS, JS, PHP (Intermediate), Bash (Novice), C++ (Novice)

## COMMUNICATION EXPERIENCE

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**Teaching**

Graduate Student Instructor, "Leading People", 4 sections

(My Rating/Avg. Instr. Rating) - 6.28/5.82; 6.46/5.82; 5.56/4.68; 5.81/4.68

Graduate Student Instructor, ExecEd, "Leaderless Group Discussion", 1 section

**Selected Presentations**

Academy of Management Symposium, August 8, 2017.

International Conference on Computational Social Science, July 11, 2017.

The 4th International Workshop in Sequential Methodologies, July 18, 2013.