

FACULTY EXPERTS AT THE RADY SCHOOL OF MANAGEMENT



UC San Diego

RADY SCHOOL OF MANAGEMENT

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Rady School of Management faculty are internationally recognized for the quality of their intellectual contributions, earning top rankings from publications such as Bloomberg Businessweek, The Economist and the Financial Times. Published in leading academic journals and experts in a wide array of subjects, Rady School faculty are a knowledgeable resource for journalists, bloggers and editors of industry publications.

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Economics & Strategic Management

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Assistant Professor of Economics and Strategic Management

Uri Gneezy
Professor of Economics and Strategic Management

Craig R. M. McKenzie
Professor of Economics and Strategic Management and Professor of Psychology

Christopher Oveis
Assistant Professor of Economics and Strategic Management

Yuval Rottenstreich
Professor of Economics and Strategic Management

Sally Sadoff
Associate Professor of Economics and Strategic Management

Marta Serra-Garcia
Assistant Professor of Economics and Strategic Management

Pamela K. Smith
Associate Professor of Economics and Strategic Management

Charles Sprenger
Associate Professor of Economics and Strategic Management

Finance & Accounting

Snehal Banerjee
Associate Professor of Finance and Accounting

Jeremy Bertomeu
Associate Professor of Accounting

Bradyn Breon-Drish
Assistant Professor of Finance and Accounting

Krisztina Büti
Assistant Adjunct Professor of Finance and Accounting

Edwige Cheynel
Assistant Professor of Accounting

Jim Deiotte
Executive Director, Master of Professional Accountancy Program

Eric Floyd
Assistant Professor of Finance and Accounting

Joseph Engelberg
Professor of Finance and Accounting

Jun Liu
Professor of Finance and Accounting

Michael Melvin
Executive Director, Master of Finance program

Mario Milone
Assistant Professor of Accounting

William Mullins
Assistant Professor of Finance

Michael Reher
Assistant Professor of Finance

Allan Timmermann
Distinguished Professor of Finance and Accounting

Richard Townsend
Assistant Professor of Finance and Accounting

Rossen Valkanov
Professor of Finance and Accounting

Innovation, Technology & Operations

Terrence W. August
Associate Professor of Innovation, Technology and Operations

Sanjiv Erat
Associate Professor of Innovation, Technology and Operations

Vish Krishnan
Professor of Innovation, Technology and Operations

Michael Meyer
Assistant Teaching Professor of Design

Raymond Pettit
Executive Director, Master of Science in Business Analytics

Hyoduk Shin
Associate Professor of Innovation, Information Technology and Operations

Zhe Zhang
Assistant Professor of Innovation, Technology & Operations

Kevin Zhu
Professor of Innovation, Technology and Operations

Marketing

On Amir
Professor of Marketing

Rachel Gershon
Assistant Professor of Marketing

Ayelet Gneezy
Professor of Behavioral Sciences and Marketing

Karsten Theil Hansen
Professor of Marketing

Uma Karmarkar
Assistant Professor of Marketing/ITO

Wendy Liu
Associate Professor of Marketing

Kanishka Misra
Associate Professor of Marketing

Vincent R. Nijs
Associate Professor of Marketing

Robert Sanders
Assistant Professor of Marketing

Kenneth C. Wilbur
Professor of Quantitative Marketing and Business Analytics

Faculty List

ON AMIR

Professor of Marketing

Amir's research focuses on using psychological and economic principles to identify successful strategies in different market settings. He investigates different customer decision-making mechanisms and their influences on pricing and promotion strategies, on decision-making under risk and uncertainty, and on preference dynamics. He also writes about how insights from research on decision-making and behavioral economics may be used to improve business practices and policy-making.

Email: oamir@ucsd.edu

Areas of Expertise

Marketing strategy, Consumer behavior, Pricing, Judgment and decision-making, Risk and uncertainty, Behavioral economics, Business analytics

Education/Background

Ph.D., Management Science, Marketing, Massachusetts Institute of Technology
B.S., Computer Science, Israeli Open University, Tel Aviv

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=nQmm1LoAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/amir/>



TERRENCE AUGUST

Professor of Marketing

August's research broadly spans information systems and operations management with current interests in the economics of network software, production and service management, pricing and policy associated with network goods, and the interaction of digital piracy and security risk.

Email: taugust@ucsd.edu



Areas of Expertise

Economics of software, Economics of information security, Organization of software firms, Production and operations management, Network policy and pricing

Education/Background

Ph.D., Operations, Information & Technology, Stanford University
M.S., Financial Mathematics, Stanford University
M.S., Chemical Engineering, Vanderbilt University

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=rbrickUAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/august/>

SNEHAL BANERJEE

Professor of Marketing

Banerjee's research interests include information, learning and disagreement in financial markets, liquidity, behavioral finance, and asset pricing.

Email: s3banerjee@ucsd.edu

Areas of Expertise

Rational expectations, Difference of opinions, Disagreement, Liquidity, Behavioral finance

Education/Background

Ph.D., Finance, Stanford University
B.A., Economics, Mathematics and Computer Science, Brandeis University

Links

Google Scholar: https://scholar.google.com/citations?hl=en&user=w_H_FzEAAAAJ

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/banerjee/>



Faculty List

JEREMY BERTOMEU

Associate Professor of Accounting

Bertomeu's research focuses on financial accounting, looking into the implications of various financial statements, and in understanding more efficient accounting choices.

Email: jbertomeu@ucsd.edu

Areas of Expertise

Financial Regulation, Accounting, Financial Markets

Education/Background

Ph.D., Economics, Carnegie Mellon University
M.Sc, Finance, HEC Paris
B.S., Mathematics, University of Besancon

Links

Google Scholar: <https://scholar.google.com/citations?user=H8mW424AAAAJ&hl=en>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/bertomeu/>



BRADYN BREON-DRISH

Assistant Professor of Finance and Accounting

Breon-Drish's research focuses on theoretical research of the effects of asymmetric information in financial markets. He specializes in the interaction between price information and investor learning.

E-mail: bbreondrish@ucsd.edu

Areas of Expertise

Asset Pricing with Asymmetric, Information, Market Microstructure

Education/Background

Ph.D., Finance, University of California, Berkeley
B.B.A., Finance, University of Iowa

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=GmAKsf8AAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/breon-drish/>



KRISZTINA BUTI

Assistant Professor of Finance and Accounting

Buti's research focuses on empirical corporate finance, information processing in financial markets, and behavioral finance.

Email: kbuti@ucsd.edu

Areas of Expertise

Financial markets, Corporate and behavioral finance, Corporate governance, Information processing in financial markets

Education/Background

Ph.D., Financial Economics, University of Utah
MBA., University at Albany, State University of New York
M.A., Economics, Budapest University of Economic Sciences

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/buti/>

MICHAEL CALLEN

Assistant Professor of Economics

Callen's research focuses on political economy, development economics, and the ideas behind strategic management.

Email: mjcallen@ucsd.edu

Areas of Expertise

Development economics, Political economy, Experimental economics

Education/Background

Ph.D., Economics, University of California San Diego
B.S., Econometrics and Mathematical Economics, London School of Economics and Political Science

Links

Google Scholar: https://scholar.google.es/citations?user=ow_o-ycAAAAJ&hl=en

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/callen/>



Faculty List

EDWIGE CHEYNEL

Associate Professor of Accounting

Cheynel's research focuses on exploring the relationship between disclosure, financial markets and the cost of capital, in addition to understanding a firm's disclosure choice.



Email: echeynel@ucsd.edu

Areas of Expertise

Financial disclosure and capital markets, Managerial accounting, Auditing, Financial markets

Education/Background

Ph.D., Economics, Carnegie Mellon University
M.S, Finance, Carnegie Mellon University
M.S, HEC School of Management

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/cheynel/>

JAMES DEIOTTE

Executive Director, Master of Professional Accountancy

Deiotte is an expert in financial reporting and international tax law. During his career, Deiotte served as the Sub Saharan Africa Regional Tax and Law Leader at Ernst & Young (EY) and as a Senior Partner and Leader for EY's Central and Eastern European Business Compliance and Reporting practice.



Email: jdeiotte@ucsd.edu

Areas of Expertise

Accounting, International tax law, Financial reporting

Education/Background

J.D., Law, University of Miami School of Law
MBA, Finance, Cleveland State University
B.B.A., Accounting, Cleveland State University
Certified Public Accountant
Certified Management Accountant
Certified Information Privacy Professional (U.S.)

JOSEPH ENGELBERG

Professor of Finance and Accounting

Engelberg's research focuses on the way information is disseminated among market participants, especially by financial media and social networks.



Email: jengelberg@ucsd.edu

Areas of Expertise

Empirical asset pricing, Empirical corporate finance, Networks, Financial media

Education/Background

Ph.D., Finance, Northwestern University
B.A., Mathematics, B.S. in Business Administration, University of Southern California

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=wrC4vFcAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/engelberg/>

SANJIV ERAT

Associate Professor of Innovation, Technology and Operations

Erat's research interests include new product development and technology management.



Email: serat@ucsd.edu

Areas of Expertise

Product co-development, Technology, Licensing, New product development, Technology management

Education/Background

Ph.D., Operations Management, Georgia Institute of Technology

Links

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Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/erat/>

Faculty List

ERIC FLOYD

Assistant Professor of Finance and Accounting

Floyd's research is focused on transparency regulation, healthcare reimbursement, and field experiments in accounting and finance. His research is field-driven and policy relevant to be accessible to decision-makers and applicable to solving real-world problems.



Email: ejfloyd@ucsd.edu

Areas of Expertise

Transparency regulation, Field experiments in Accounting and Finance, Healthcare reimbursement

Education/Background

Ph.D., Accounting, University of Chicago
MBA, University of Chicago
B.A., Economics, University of Chicago

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=C6LnJToAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/floyd/>

RACHEL GERSHON

Assistant Professor of Marketing

Gershon's research interests include consumer judgments and choice, prosocial behavior and corporate social responsibility.



Email: rgershon@ucsd.edu

Areas of Expertise

Consumer judgements and choice, Prosocial behavior, Corporate social responsibility

Education/Background

Ph.D., Consumer Behavior, Washington University
B.A., Philosophy, Neuroscience & Psychology

Links

Google Scholar: <https://scholar.google.com/citations?user=F-I0tIYAAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/gershon/index.html>

AYELET GNEEZY

Professor of Behavioral Sciences and Marketing

Gneezy's research addresses a wide variety of questions pertaining to consumer behavior such as behavioral pricing, prosocial behavior & charitable giving, social preferences, and factors affecting individuals' quality of life. She is the co-founder and faculty director of the Rady School of Management's US-Israel on Innovation & Economic Sustainability (USIC), and the Center for Social Innovation & Impact (CSII).



Email: agneezy@ucsd.edu

Areas of Expertise

Consumer behavior, Behavioral pricing, Prosocial behavior, Social preferences, Marketing

Education/Background

Ph.D., Marketing, University of Chicago
MBA, University of Teesside
DMS, University of Teesside

Links

Google Scholar: https://scholar.google.com/citations?hl=en&user=kW_K2UOAAAAJ

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/ayelet-gneezy/>

Faculty List

URI GNEEZY

Epstein/Atkinson Endowed Chair in Management Leadership

Gneezy's research focuses on applying behavioral economics to the real world, in addition to studying incentive-based interventions.

Email: ugneezy@ucsd.edu



Areas of Expertise

Behavioral economics, Field experiments, Strategy

Education/Background

Ph.D., Economics, Tilburg University
MSc., Economics, Tilburg University
B.A., Economics, Tel-Aviv University

Links

Google Scholar: <https://scholar.google.com/citations?user=Z7LNmGYAAAAJ&hl=en>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/gneezy/>

KARSTEN THEIL HANSEN

Professor of Marketing

Hansen's primary research interests are centered on developing, analyzing and testing theories of household/customer behavior and the implications for retail strategy and competition.

Email: k4hansen@ucsd.edu



Areas of Expertise

Marketing strategy, Consumer choice, Pricing, Econometrics

Education/Background

Ph.D., Economics, Brown University
M.A., Economics, University of Copenhagen

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=E7KZ2pUAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/hansen/>

UMA KARMARKAR

Assistant Professor of Marketing/ITO

Karmarkar's research focuses on neuroeconomics, consumer behavior, judgement and the reasoning behind individual decision-making.

Email: ukarmarkar@ucsd.edu



Areas of Expertise

Consumer behavior, E-Commerce, Cyber security, Retail, New product innovation, Technology, information processing

Education/Background

Ph.D., Neuroscience, University of California, Los Angeles
Ph.D., Consumer Behavior, Stanford University
B.S., Symbolic Systems, Stanford University

Links

Google Scholar: <https://scholar.google.com/citations?user=H8mW424AAAAJ&hl=en>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/karmarkar/>

VISH KRISHNAN

Sheryl and Harvey White Endowed Chair Professor of Innovation, Technology & Operations

Krishnan's research is in innovation, entrepreneurship, and product management.

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Areas of Expertise

Innovation, New product development, Operations management, Science & Technology Commercialization

Education/Background

Doctor of Science, Massachusetts Institute of Technology.
M.E., Carnegie Mellon University
B. Tech, Indian Institute of Technology, Madras

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=jZZiwQsAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/krishnan/>

Faculty List

JUN LIU

Professor of Finance and Accounting

Liu's research focuses on theoretical and empirical asset pricing, and the development and use of econometric methods.

Email: junliu@ucsd.edu



Areas of Expertise

Theoretical and empirical asset pricing, Econometrics

Education/Background

Ph.D., Finance, Stanford University
Ph.D., Physics, University of Texas at Austin
B.S., Physics, Peking University

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/liu/>

WENDY LIU

Associate Professor of Marketing

Liu's research is in consumer judgement and decision-making, focusing on the cognitive and emotional basis for consumer choice. She specializes in decision-making, self-control decisions and the role of emotions and social motivation in customer behavior.

Email: weliu@ucsd.edu

Areas of Expertise

Consumer preferences and decision-making, Motivation and effect, Economics and well-being, Customer communications, Brand management

Education/Background

Ph.D., Marketing, Stanford University
M.S., Management Science and Engineering, Stanford University
B.A., Economics, Stanford University

Links

Google Scholar: <https://scholar.google.com/citations?user=MF2kL2QAAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/wendy-liu/>



CRAIG MCKENZIE

Professor of Management and Strategy/Psychology

McKenzie's research focuses on inference, uncertainty, and choice. Much of his work centers on understanding the errors individuals make and the reasoning behind those errors.

Email: cmckenzie@ucsd.edu



Areas of Expertise

Decision-making, Rationality, Creativity, Uncertainty, Choice, Judgement

Education/Background

Ph.D., Psychology, University of Chicago
B.A., Philosophy, University of California, Irvine
B.A., Psychology, University of California, Irvine

Links

Google Scholar: <https://scholar.google.com/citations?user=c9mJEy8AAAAJ&hl=en>

Faculty Page & Publications

<https://rady.ucsd.edu/people/faculty/mckenzie/>

MICHAEL MELVIN

Executive Director, Master of Finance Program

Melvin's research in investments and international finance focuses on real issues facing global investors. He has published research in topics including exchange rates, currency investing, currency carry trades, and international equity markets.

Email: mmelvin@ucsd.edu

Areas of Expertise

International finance, Market microstructure, Currency carry trades, Transaction costs, Exchange rate models

Education/Background

Ph.D., Economics, UCLA

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/melvin/>



Faculty List

MICHAEL MEYER

Assistant Teaching Professor of Design

Meyer's background is in the process of research, synthesis, and creativity that managers can use to guide their teams. He specializes in comprehensive product design as part of a larger corporate strategy, framing new technologies to users, revitalizing product lines, and leading creative teams.



E-mail: mwmeyer@ucsd.edu

Areas of Expertise

Physical, digital, and service product design, Design-thinking, Design-making, Design-driven transformation, Innovation

Education/Background

MBA, Harvard Graduate School of Business Administration
B.A., Physics, University of California, Berkeley,
Graduate of the U.S. Navy Nuclear Power Officers' School

Faculty Page

<https://rady.ucsd.edu/people/faculty/meyer/>

MARIO MILONE

Assistant Professor of Accounting

Email: mmilone@ucsd.edu

Areas of Expertise

Financial intermediation, FinTech, Corporate finance, Finance theory
Big data, Machine learning, Structural estimations, Empirical finance

Education/Background

Ph.D., Finance, Universite Paris-Dauphine
M.R., Finance & Artificial Intelligence
M.E., Computer Science

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/milone/index.html>



KANISHKA MISRA

Associate Professor of Marketing

Misra's research examines policy as it relates to marketing questions.

Email: kamisra@ucsd.edu

Areas of Expertise

Marketing, Business economics and Public policy

Education/Background

Ph.D., Marketing, Northwestern University
B.A., Mathematics, University of Cambridge, UK

Links

Google Scholar: <https://scholar.google.com/citations?user=uOgcNW0AAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/misra/>



WILLIAM MULLINS

Assistant Professor of Finance

Mullin's research focuses on empirical banking, corporate finance and entrepreneurship, with a focus on bank lending to smaller firms.

Email: wmullins@ucsd.edu

Areas of Expertise

Corporate finance, Entrepreneurial finance, Banking

Education/Background

Ph.D., Financial Economics, Massachusetts Institute of Technology
MSc., Economics, Pontificia Universidad Católica de Chile
B.A., Philosophy, Politics and Economics, University of Oxford

Links

Google Scholar: <https://scholar.google.com/citations?user=wZ6rd18AAAAJ&hl=en>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/mullins/>



Faculty List

VINCENT NIJS

Associate Professor of Marketing

Email: vnijs@ucsd.edu

Nijs' research focuses on the effectiveness of marketing actions. His research has explored issues such as promotion and advertising impact, competitive retaliation, category captains, category management, pass-through of trade-promotions, and price rigidity.

Areas of Expertise

Marketing analytics, Competition, Market entry, Category management, Pricing, Marketing strategy, Branding

Education/Background

Ph.D., Marketing, Catholic University of Leuven, Belgium
MSc., Marketing Research, University of Groningen, The Netherlands
B.A., Marketing Management, HEAO Eindhoven, The Netherlands

Links

Google Scholar: <https://scholar.google.com/citations?hl=en&user=cm5L0tEAAAAJ>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/nijs/>



LISA ORDÓÑEZ

Dean, Rady School of Management

Lisa Ordóñez is the dean of the Rady School of Management at UC San Diego. Before leading the Rady School, she served for 25 years at the University of Arizona as a research faculty member and later as vice dean for over four years.

Ordóñez' academic interests are in the areas of decision-making and behavioral ethics. Her research examines the negative aspects of goal setting. In particular, she has found that pursuing performance goals can lead to unethical behavior to meet those goals. She has published several scholarly articles and chapters in this field. She received a National Science Foundation (NSF) grant to support her work on ethical decision-making and is a recognized expert in the field of ethical behavior in organizations. She has also examined the impact of emotions and other factors on decision making.



Areas of Expertise

Behavioral ethics, Decision-making, Goal setting, Ethical behavior in organizations

Education/Background

Ph.D., Quantitative Psychology, University of California, Berkeley
M.S., Marketing, University of California, Berkeley
B.A., Psychology, University of California, Berkeley

Faculty Page & Selected Publications

<https://rady.ucsd.edu/about/about-the-dean/index.html>

CHRISTOPHER OVEIS

Assistant Professor of Economics and Strategic Management

Oveis's research focuses on the role of emotion, power, and nonverbal behavior in social interactions. His research examines the function of emotions such as compassion and its role in the social interaction with others, alongside how these emotions influence the decision-making process.

E-mail: coveis@ucsd.edu

Areas of Expertise

Emotions, power and status, Moral judgement, Empathy and compassion, Prosocial behavior, Thin slice Judgements

Education/Background

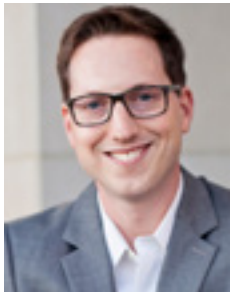
Ph.D., Social/Personality Psychology, University of California, Berkeley
B.A., Psychology, University of Virginia

Links

Google Citations: https://scholar.google.com/citations?user=qN_Z9UAAAAAJ&hl=en

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/oveis/>



Faculty List

RAYMOND PETTIT

Executive Director, Masters of Science in Business Analytics Program

Pettit is an industry leader focused on strategic, sophisticated analytics to drive marketing resource allocation, ROI, and cross-media optimization. As a consultant, Pettit utilized the skills of brand equity measurement, ad impact measurement, and the ability to understand, apply, and 'make real' a variety of multivariate data analysis outputs.



Email: rcpettit@ucsd.edu

Areas of Expertise

Marketing, Advertising, Media

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/pettit/index.html>

MICHAEL REHER

Assistant Professor of Finance

Reher's research is at the intersection of intermediary finance and household finance, with a common theme of how the supply of real estate financing affects households' housing costs.



Email: mreher@ucsd.edu

Education/Background

Ph.D., Economics, Harvard University
B.A., International Economics, Georgetown University

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/reher/index.html>

YUVAL ROTTENSTREICH

Professor of Economics and Strategic Management Arthur Brody Endowed Chair in Management Leadership

Rottenstreich's research focuses on behavioral economics, the application of negotiation, strategy, and ethics within the business world.



Email: yrottenstreich@ucsd.edu

Areas of Expertise

Behavioral economics, Negotiation, Strategy, Business ethics

Education/Background

Ph.D., Psychology, Stanford University
A.B., Economics and Psychology, University of Pennsylvania

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/rottenstreich/>

ROBERT SANDERS

Assistant Professor of Marketing

Sanders' research interests include pricing experiments, dynamic decision-making, sustainability, and the intersection of business economics and public policy. He also studies both the causes and solutions to the problem of retail food waste.



E-mail: rsanders@rady.ucsd.edu

Areas of Expertise

Retail, High-tech, E-commerce, Pricing

Education/Background

Ph.D., Business Administration, University of Chicago,
Booth School of Business B.Sc., Economics, University of Pennsylvania, Wharton School of Business

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/sanders/index.html>

MARTA SERRA-GARCIA

Assistant Professor of Economics and Strategic Management

Serra-Garcia's research focuses on behavioral and experimental economics, specifically on the importance of social norms and morals in economic decision-making.



Faculty List

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Areas of Expertise

Behavioral economics, Microeconomics, Social norms, Risk-taking

Education/Background

Ph.D., Economics, Tilburg University
Master of Philosophy, Economics, Tilburg University
Business Administration, Universitat Pompeu Fabra, Barcelona

Links

Google Scholar: <https://scholar.google.com/citations?user=C3d7kD8AAAAJ&hl=en>

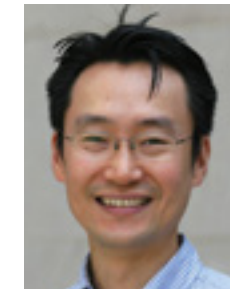
Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/serra-garcia/>

HYODUK SHIN

Associate Professor of Innovation, Technology and Operations

jShin's research interests include forecast information sharing and investment in supply chain management, competitive strategies under operational constraints, economics of information technology, software and digital goods, release strategies in the motion picture industry and innovation in supply chains.



Email: hdshin@ucsd.edu

Areas of Expertise

Supply chain, Software and network security, forecasting

Education/Background

Ph.D., Operations, Information and Technology, Stanford University
M.S., Statistics, University of Chicago
M.S., Management Engineering, Korea Advanced Institute of Science and Technology
B.S., Industrial Engineering, Korea Advanced Institute of Science and Technology

Links

Google Scholar: <https://scholar.google.com/citations?user=HF9cbYwAAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/shin/>

PAMELA K. SMITH

Associate Professor of Economics and Strategic Management

Smith's research focuses on social power, particularly the degree to which one person has more control over valued resources than another. Her work examines the effect of power on people's thinking, motivation and behavior.



Email: psmith@rady.ucsd.edu

Areas of Expertise

Power and status, Motivation and goal Setting, Social cognition, Motivation and behavior, Gender at work

Education/Background

Ph.D., New York University, Social Psychology
M.A., New York University, Social Psychology
B.A., University of Michigan, Psychology and Creative Writing

Links

Google Citations: <https://scholar.google.com/citations?user=xBjFc5wAAAAJ&hl=en>
Personal Website: <https://www.pamelaksmith.com/>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/smith/>

Faculty List

CHARLES SPRENGER

Associate Professor of Marketing

Sprenger's research focuses on behavioral economics and experimental economics, particularly in the investigation of choice behavior, economic risk, and the relationship of time preference to certain economic behaviors.



Email: csprenger@ucsd.edu

Areas of Expertise

Behavioral economics and Experimental economics

Education/Background

Ph.D., Economics, University of California San Diego
M.Sc., Economics, University College London
B.A., Economics, Stanford University

Links

Google Scholar: https://scholar.google.com/citations?user=qdh_iZsAAAAJ&hl=en

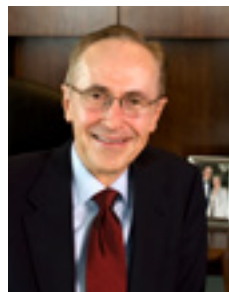
Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/sprenger/>

ROBERT S. SULLIVAN

Professor of Innovation Technology and Operations

Sullivan is the founding dean of the Rady School of Management. He is an expert on entrepreneurship, knowledge management, and operations management. Prior to joining UC San Diego, Sullivan was dean of the Kenan-Flagler Business School of the University of North Carolina, Chapel Hill. Sullivan also served as director of the University of Texas at Austin's IC2 Institute and as dean of the Graduate School of Industrial Administration at Carnegie Mellon University.



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Areas of Expertise

Innovation, Entrepreneurship, Startups, Business education, Operations

Education/Background

Ph.D., Operations Management, Pennsylvania State University M.A., Production Management and Quantitative Methods, Cornell University B.A., Mathematics, Boston College

ALLAN TIMMERMANN

Atkinson/Epstein Endowed Chair Distinguished Professor of Finance Co-Director, Master of Finance Program

Timmermann's research focuses on a mix of theory, data and econometric techniques to understand the behavior of prices and expectations in financial markets. His objective is to understand what determines the movement of security prices and to use this in managing risk, forming portfolios and forecasting future price movements. He has also studied mutual fund and pension fund performance. Timmermann has developed new methods in areas such as forecasting under structural breaks, forecast combinations and evaluation of predictive skills.



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Areas of Expertise

Asset pricing, Portfolio management and evaluation, Time-series econometrics, Forecasting

Education/Background

Ph.D., University of Cambridge
Cand. Polit, University of Copenhagen, Institute of Economics
MS.c., Economics, London School of Economics

Links

Google Scholar: <https://scholar.google.com/citations?user=38t3MC4AAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/timmermann/>

Faculty List

RICHARD TOWNSEND

Assistant Professor of Finance

Townsend's research is focused on corporate finance, with an emphasis on entrepreneurship and corporate governance.



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Areas of Expertise

Corporate finance, Entrepreneurial finance

Education/Background

Ph.D, Economics, Harvard University
B.A., Economics, Stanford University

Links

Google Scholar: <https://scholar.google.com/citations?user=wz6693oAAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/townsend/>

ROSSEN VALKANOV

Zable Endowed Chair

Professor of Finance and Accounting Co-Director, Master of Finance Program

Valkanov's main research interests are in the areas of empirical finance, financial econometrics, financial forecasting, risk management, portfolio allocation, and real estate.



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Areas of Expertise

Empirical asset pricing, Financial econometrics, Portfolio choice, Monetary policy, Real estate

Education/Background

Ph.D., Economics, Princeton University
B.A., Economics, University of California, Irvine

Links

Google Scholar: <https://scholar.google.com/citations?user=WYJG698AAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/valkanov/>

KENNETH C. WILBUR

Professor of Marketing

Wilbur's research is focused on the intersection of advertising, media and technology. He co-founded Profitable Insights, a boutique consultancy that facilitates academic/corporate research partnerships in the areas of behavioral economics, data analytics, and marketing models.



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Areas of Expertise

Advertising, Media, Technology

Education/Background

Ph.D. and M.A., Economics, University of Virginia
B.S.C. Communication and Economics, University of Miami

Links

Google Scholar: <https://scholar.google.com/citations?user=DqolATwAAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/wilbur/>

ZHE ZHANG

Assistant Professor of Innovation, Technology & Operations

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Education/Background

Ph.D., Carnegie Mellon University
B.A., Economics and Mathematical/Computational Sciences, Stanford University



Faculty List

KEVIN ZHU

Professor of Innovation, Technology and Operations Management



Zhu's work focuses on technology-enabled innovation, next generation of information technologies (big data, AI, FinTech) and their adoption in the business world. His research explores the economic impacts of information technology, integration of online and offline channels, competition and innovation in technology-intensive industries (software, media, telecomm) as well as digital transformation of traditional industries (manufacturing, retail, and financial service).

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Areas of Expertise

Technology management, Innovation and commercialization, IP strategy, Information systems and software, Social media, Data analytics and business intelligence, Information in supply chains, Integration of operations management and Information technology

Education/Background

Ph.D., Stanford University

M.S., Management Science & Engineering

Links

Google Scholar: <https://scholar.google.com/citations?user=bRpYYwAAAAJ&hl=en&oi=ao>

Faculty Page & Selected Publications

<https://rady.ucsd.edu/people/faculty/zhu/>