FACULTY EXPERTS AT THE RADY SCHOOL OF MANAGEMENT
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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Areas of Expertise
Rational expectations, Difference of opinions, Disagreement, Liquidity, Behavioral finance

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M.Eng. in Marketing Management, University of Paris Dauphine
Ph.D., Marketing, Northwestern University

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=UKyWVcAAAAAJ&hl=en&order=history

Faculty Page & Selected Publications
https://rady.ucsd.edu/people/faculty/misra/

WILLIAM MULLINS
Assistant Professor of Finance
Mullins’s research focuses on empirical banking, corporate finance and entrepreneurship, with a focus on bank lending to smaller firms.

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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=w26rd18AAAAAJ&hl=en

Faculty Page & Selected Publications
https://rady.ucsd.edu/people/faculty/mullins/

LISA ORDOÑEZ
Dean, Rady School of Management
Lisa Ordoñez 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.

Areas of Expertise
Emotions, power and status, Moral judgement, Empathy and compassion, Thin slice Judgements

Education/Background
Ph.D., Social/Personality Psychology, University of California, Berkeley
M.A., Psychology, University of Virginia

Links
Google Citations: https://scholar.google.com/citations?user=q7M-VgAAAAJ&hl=en

Faculty Page & Selected Publications
https://rady.ucsd.edu/people/faculty/oveis/

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.

Email: 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=q7M-VgAAAAJ&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: rpettit@ucsd.edu

Areas of Expertise
Marketing, Advertising, Media

Faculty Page & Selected Publications
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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

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.S., 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.

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/

HYOUDU SHIN
Associate Professor of Innovation, Technology and Operations
Shin’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=xBjFc5wAAAAJ&hl=en
Personal Website: https://www.pamelaksmitth.com/

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.

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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
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Faculty Page & Selected Publications
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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
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Areas of Expertise
Power and status, Motivation and goal Setting, Social cognition, Motivation and behavior, Gender at work

Education/Background
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M.A., New York University, Social Psychology
B.A., University of Michigan, Psychology and Creative Writing

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

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

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

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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
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Links
Google Citations: https://scholar.google.com/citations?user=xBjFc5wAAAAJ&hl=en
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Faculty Page & Selected Publications
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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.  

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Areas of Expertise  
Behavioral economics and Experimental economics  

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.  

Email: atmimmermann@ucsd.edu  

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

Education/Background  
Ph.D., University of Cambridge  
Cand. Polt, University of Copenhagen, Institute of Economics  
M.Sc., Economics, London School of Economics  

Links  
Google Scholar: https://scholar.google.com/citations?user=Qy4hD_gAAAAJ&hl=en  

Faculty Page & Selected Publications  
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http://www.allantimmermann.com/  

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  

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=wr6693oboAAAAJ&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.  

Email: kcwilbur@ucsd.edu  

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  

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Google Scholar: https://scholar.google.com/citations?user=3gsFXUTAAAAJ&hl=en&oi=ao  

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ZHE ZHANG  
Assistant Professor of Innovation, Technology & Operations  

Email: zhzhang@ucsd.edu  

Areas of Expertise  
Advertising, Media, Technology  

Education/Background  
B.S.C. Communication and Economics, University of Miami  

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Faculty Page & Selected Publications  
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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.  

Email: kcwilbur@ucsd.edu  

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  

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Google Scholar: https://scholar.google.com/citations?user=3gsFXUTAAAAJ&hl=en&oi=ao  

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ZHE ZHANG  
Assistant Professor of Innovation, Technology & Operations  

Email: zhzhang@ucsd.edu  

Areas of Expertise  
Advertising, Media, Technology  

Education/Background  
B.S.C. Communication and Economics, University of Miami  

Links  
Google Scholar: https://scholar.google.com/citations?user=3gsFXUTAAAAJ&hl=en&oi=ao  

Faculty Page & Selected Publications  
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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).

Email: kxzhu@ucsd.edu

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=bRpYYywAAAAJ&hl=en&oi=ao

Faculty Page & Selected Publications
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