

Faculty Expertise Guide



UCLA ANDERSON SCHOOL OF MANAGEMENT FACULTY EXPERTISE GUIDE

Established in 1935 and regarded among the top-tier business schools in the world, UCLA Anderson School of Management is renowned for advancing management thinking and preparing generations of thought leaders across the globe. UCLA Anderson faculty, widely recognized for their groundbreaking research and teaching excellence, are available to offer expert opinion on a wide range of issues and trends. Media organizations from around the world look to UCLA Anderson for professional commentary and insight on the leading issues involving today's business environment.

The Faculty Expertise Guide offers the most up-to-date information needed to gain an understanding of our faculty's areas of expertise and connect with them as efficiently as possible. Additional information about UCLA Anderson faculty is available through the website's directory:

<http://www.anderson.ucla.edu/faculty/faculty-directory>.

The goal of the media relations team at UCLA Anderson is to help identify the most appropriate expert source and facilitate interviews in a timely manner. Please feel free to contact us directly for immediate assistance.

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CONTENTS

Research Centers.....	1
Key Word Index	4
Faculty Contact List	12

UCLA ANDERSON SCHOOL OF MANAGEMENT RESEARCH CENTERS

UCLA Anderson Forecast is one of the most widely watched and often-cited economic outlooks for California and the nation and was unique in predicting both the seriousness of the early-1990s downturn in California and the strength of the state's rebound since 1993. More recently, the Forecast was credited as the first major U.S. economic forecasting group to declare the recession of 2001. Visit UCLA Anderson Forecast on the Web at <http://www.anderson.ucla.edu/centers/ucla-anderson-forecast>

Edward Leamer, *Director*
Jerry Nickelsburg, *Senior Economist*
David Shulman, *Senior Economist*
William Yu, *Economist*

The Center for Global Management (CGM) prepares UCLA Anderson students to understand, shape, and succeed in the complex world of global business. The Center provides conceptual frameworks through which to view various regions and economies, and instills in students the necessary global social, intellectual, and psychological competencies to become truly global citizens.

Sebastian Edwards, *Director*
Robert McCann, *Associate Director*
Lucy Allard, *Executive Director*

The Laurence and Lori Fink Center for Finance & Investments (FCFI) sponsors research, teaching and the application of financial knowledge in the global corporate and investment community. With acclaimed faculty, extensive information resources, dedicated alumni, and corporate alliances, FCFI offers the finest opportunities available anywhere for transforming fundamental knowledge into applicable practices within the global economy. www.anderson.ucla.edu/x27544.xml

Ivo Welch, *Director*
Haley Ludwigson, *Executive Director*

The UCLA Anderson School of Management Center for Management of Enterprises in Media, Entertainment & Sports (MEMES) is the preeminent center for business thought leadership and knowledge dissemination in media, entertainment and sports. We prepare MBA students and industry executives to understand, shape, and lead the full spectrum of the media, entertainment, and sports business. With a focus on business, content, and technology, MEMES provides the academic resources, cutting edge research, relevant events, and elite network essential to thrive in a dynamic and increasingly complex industry.

www.anderson.ucla.edu/x27543.xml

Sanjay Sood, *Faculty Director*

Karen Williams, *Executive Director*

The Harold and Pauline Price Center for Entrepreneurial Studies is an internationally recognized leader in entrepreneurial education and research. With a distinguished faculty as its cornerstone, the Price Center oversees activities that advance the theory and practice of entrepreneurship as well as the related fields of technology and innovation, venture capital and private equity, and social enterprise. Well known for the impact of its outreach programs, the Price Center fosters a spirit of innovation in individuals, enhances the managerial capacity of organizations, and prepares entrepreneurial leaders who will provide significant, sustainable and economic value to society.

www.anderson.ucla.edu/price.xml

Alfred E. Osborne, Jr., *Founder and Faculty Director*

Elaine Hagan, *Executive Director*

The UCLA Ziman Center for Real Estate is a multidisciplinary research center of UCLA Anderson and UCLA School of Law. Its mission is to advance thought leadership in the field of real estate by generating influential research, educating the next generation of leaders, and providing meaningful forums for industry professionals and policymakers. Through its various activities and programs, the Ziman Center employs a multidisciplinary and global approach to addressing the most critical real estate challenges facing our society today and in the future.

www.zimancenter.ucla.edu

Stuart Gabriel, *Faculty Director*

Tim Kawahara, *Director*

Business and Information Technologies (BIT) is a global research network based at UCLA Anderson and has partners with 20 research institutions in 16 countries. BIT is focused on studying the impacts of new information and communication technologies on business practices longitudinally — over time and, globally — across the world. Two books have been published by World Scientific Publishing on the findings of BIT, and conferences are held annually in which international industry and academic participants address technology related issues.

Key Word Index

ACCOUNTING

Aboody, David	12
Benartzi, Shlomo	14
Freixes, Gonzalo	24
Friedman, Henry	24
Guerin, Jane	26
Hayn, Carla	27
Hughes, John S.	28
Klein, Gordon	30
Litt, Danny	33
Longstaff, Francis	34
Morris, John M.	38
Ozel, N. Bugra	41
Sussman, Eric	48
Trueman, Brett	50

ADVERTISING

Audenaert, Anke	13
Bucklin, Randy	16
Sood, Sanjay	47
Zhang, Shi	54

AEROSPACE

Rumelt, Richard	43
-----------------	----

ANGEL INVESTING

Cowen, Peter	19
Morganstern, Richard	37
Ridenour, Matt	42

ASIA

Erickson, Chris	22
McCann, Robert M.	35
Nickelsburg, Jerry	39
Tang, Chris	49

ASSET PRICING

Andrei, Daniel	13
Bernardo, Antonio	14
Brennan, Michael	16
Geske, Robert	25
Lustig, Hanno	34
Welch, Ivo	52

AUCTIONS

Bikhchandani, Sushil	15
Zeithammer, Robert	53

AUTOMOTIVE

Lieberman, Marvin	32
-------------------	----

AVIATION

Nickelsburg, Jerry	39
--------------------	----

BANKING

Chowdhry, Bhagwan	18
Cockrum, Bill	18
Darby, Michael	20
Garmaise, Mark	25

BEHAVIORAL DECISION THEORY

Chen, M. Keith	17
----------------	----

BEHAVIORAL ECONOMICS

Chen, M. Keith	17
Fox, Craig	23
Shu, Suzanne	46

BEHAVIORAL FINANCE

Benartzi, Shlomo	14
Carlin, Bruce	17

BEHAVIORAL SCIENCE

Goldstein, Noah	26
Oppenheimer, Danny	40
Shapiro, Jenessa	45
Unzueta, Miguel	51

BIOTECHNOLOGY

Darby, Michael	20
----------------	----

BRANDING

Sood, Sanjay	47
Stengel, Jim	48
Zhang, Shi	54

BUSINESS POLICY & STRATEGY

Bikhchandani, Sushil. 15
 Darby, Michael. 20
 Erickson, Chris. 22
 Fox, Craig. 23
 Lieberman, Marvin. 32
 Lippman, Steven. 33
 Mamer, John. 35
 McDonough, John. 36
 Rumelt, Richard. 43
 Sakakibara, Mariko. 43
 Snyder, Jason. 46

CALIFORNIA

Jacoby, Sanford. 29
 Leamer, Edward. 32
 Mitchell, Daniel. 37
 Nickelsburg, Jerry. 39
 Yu, William. 53

CAPITAL MARKETS

Corbett, Charles. 19
 Hayn, Carla. 27
 Hughes, John S. 28
 Shulman, David. 46

CARBON FOOTPRINTING

Caro, Felipe. 17
 Corbett, Charles. 19

CHILD CARE

Herman, Ariella. 28

CHINA

Nickelsburg, Jerry. 39
 Yu, William. 53
 Zhang, Shi. 54

COMMUNICATIONS

Culbert, Samuel. 20
 Forman, Janis. 23
 McCann, Robert M. 35
 McDonough, John. 36
 Ullmen, John. 50

COMMUNITY DEVELOPMENT

Northrop, Gayle. 39
 Osborne, Al. 40

COMPENSATION AND INCENTIVES

Larkin, Ian. 31

COMPETITIVE STRATEGY

Chen, M. Keith. 17

COMPUTER SCIENCE

Mamer, John. 35
 Welch, Ivo. 52

CONFLICT MANAGEMENT

Bendersky, Corinne. 14
 Ullmen, John. 50

CONSUMER BEHAVIOR

Fox, Craig. 23
 Misra, Sanjog. 36
 Rossi, Aimee Drolet. 43
 Sarin, Rakesh. 44
 Shih, Margaret. 45
 Shu, Suzanne. 46
 Sood, Sanjay. 47
 Spiller, Stephen. 47
 Terech, Andres. 50
 Zhang, Shi. 54

CONSUMER DECISION-MAKING

Chen, M. Keith. 17

CORPORATE CULTURE

Reuben, Gary M. 41

CORPORATE FINANCE/ VALUATION

Bernardo, Antonio. 14
 Brennan, Michael. 16
 Chowdhry, Bhagwan. 18
 Garmaise, Mark. 25
 Hayn, Carla. 27
 Scheinrock, Jeff. 44
 Welch, Ivo. 52

CORPORATE GOVERNANCE

Freixes, Gonzalo. 24
 Friedman, Henry. 24
 Jacoby, Sanford. 29
 Osborne, Al. 40

CURRENCY		ENTERTAINMENT	
Chowdhry, Bhagwan.	18	Geis, George.	25
		Rajaram, Kumar.	41
DECISION SCIENCES		ENTREPRENEURSHIP	
Barz, Christiane	13	Abe, George	12
Long, Elisa	35	Cockrum, Bill	18
McCardle, Kevin	35	Cooper, Lee.	18
Oppenheimer, Danny.	40	Corbett, Charles	19
Sarin, Rakesh	44	Flamholtz, Eric	22
		Foster, Robert	23
DERIVATIVES		Geis, George.	25
Brennan, Michael	16	Kashkooli, Keyvan	30
		Klein, Gordon	30
DIGITAL ANALYTICS		Kramer, Terry	30
Audenaert, Anke	13	Morganstern, Richard	37
		Morris, John M.	38
DIGITAL MEDIA TECHNOLOGY		Osborne, Al.	40
Cowen, Peter	19	Ridenour, Matt.	42
		Reuben, Gary M.	41
DIVERSITY		Schollhammer, Hans.	44
Shapiro, Jenessa	45	Welch, Ivo	52
		ENTREPRENEURSHIP AND	
DOWNSIZING/LAYOFFS		VENTURE INITIATION	
Jacoby, Sanford	29	Morris, John M.	38
		ENVIRONMENT	
E-COMMERCE		Corbett, Charles	19
Lientz, Bennet.	33	Delmas, Magali.	20
		EQUITY VALUATION	
ECONOMICS		Morris, John M.	38
Bursztyn, Leonardo.	16	ETHICS	
Chen, M. Keith	17	Cockrum, Bill	18
La Force Jr., J. Clayburn	31	Freixes, Gonzalo.	24
Nickelsburg, Jerry	39	Snyder, Jason	46
Wurster, Thomas S.	52	Wacziarg, Romain.	51
		EXCHANGE RATES	
EDUCATION		Chowdhry, Bhagwan.	18
Hagigi, F.A.	27	Lustig, Hanno.	34
Olian, Judy	39	EXECUTIVE COMPENSATION	
Oppenheimer, Danny.	40	Aboddy, David	12
Ouchi, William.	40	EXECUTIVE TEAM BUILDING	
		Morris, John M.	38
ELECTRONICS			
Ahmadi, Reza	12		
EMPLOYEE MOTIVATION			
Larkin, Ian	31		
ENERGY			
Delmas, Magali.	20		

FEDERAL GOVERNMENT

Jacoby, Sanford 29

FINANCE

Andrei, Daniel 13
 Bernardo, Antonio 14
 Carlin, Bruce 17
 Chowdhry, Bhagwan 18
 Cockrum, Bill 18
 Eisfeldt, Andrea 21
 Gabriel, Stuart 25
 Geske, Robert 25
 Klein, Gordon 30
 Litt, Danny 33
 Longstaff, Francis 34
 Schwartz, Eduardo 45
 Welch, Ivo 52

FINANCIAL MARKETS

Bernardo, Antonio 14
 Eisfeldt, Andrea 21
 Schwartz, Eduardo 45
 Subrahmanyam, Avanihar... 48

FINANCIAL STATEMENT ANALYSIS

Hayn, Carla 27
 Litt, Danny 33
 Morris, John M. 38
 Sussman, Eric 48

FORECASTING

Leamer, Edward 32
 Nickelsburg, Jerry 39
 Shulman, David 46
 Yu, William 53

FRANCHISING

Terech, Andres 50

FRAUD

Hayn, Carla 27
 Sussman, Eric 48

GAME THEORY

Bikhchandani, Sushil 15
 Chen, M. Keith 17
 Mamer, John 35

GLOBALIZATION

Jacoby, Sanford 29
 Kashkooli, Keyvan 30
 Spich, Robert 47
 Zhang, Shi 54

GLOBAL ECONOMICS

Bursztyn, Leonardo 16
 Dippel, Christian 21
 Giuliano, Paola 26
 Voigtlander, Nico 51
 Wacziarg, Romain 51

GOVERNANCE, INFORMATION SYSTEMS AND TECHNOLOGY

Morris, John M. 38

HEALTHCARE

Barz, Christiane 13
 Cowen, Peter 19
 Hagigi, F.A. 27
 Herman, Ariella 28
 Long, Elisa 34
 Rajaram, Kumar 41
 Snyder, Jason 46
 Tabbush, Victor 49

HUMAN RESOURCES

Culbert, Samuel 20
 Erickson, Chris 22
 Flamholtz, Eric 22
 Forman, Janis 23
 Jacoby, Sanford 29
 Larkin, Ian 31
 McCann, Robert M. 35
 Mitchell, Daniel 37
 Olian, Judy 39
 Ouchi, William 40
 Reuben, Gary M. 41
 Shih, Margaret 45
 Tabbush, Victor 49
 Unzueta, Miguel 51

INDIA

Chowdhry, Bhagwan 18

INDUSTRIAL ORGANIZATION

Carlin, Bruce	17
Chen, M. Keith	17
Hughes, John S.	28

INFLATION

Geske, Robert	25
Welch, Ivo	52

INFORMATION TECHNOLOGY

Lientz, Bennet	33
Swanson, E. B.	49

INNOVATION

Firstenberg, Iris	22
Sakakibara, Mariko	43
Swanson, E. B.	50

INTELLECTUAL PROPERTY

Morganstern, Richard	37
Sakakibara, Mariko	43

**INTERNATIONAL BUSINESS/
FINANCE**

Chowdhry, Bhagwan	18
Darby, Michael	20
Edwards, Sebastian	21
Giuliano, Paola	26
Hsu, Jason	28
Scheinrock, Jeff	44
Wacziarg, Romain	51

INTERNET

Audenaert, Anke	13
Bodapati, Anand	15
Bucklin, Randy	16
Foster, Robert	23
Geis, George	25
Lieberman, Marvin	32
Lientz, Bennet	33
Welch, Ivo	52

**INTERNET SOFTWARE
DEVELOPMENT**

Morris, John M.	38
-------------------------	----

INVESTMENT BANKING

Morganstern, Richard	37
Morris, John M.	38

INVESTMENTS

Benartzi, Shlomo	14
Klein, Gordon	30

JAPAN

Jacoby, Sanford	29
Lieberman, Marvin	32
Sakakibara, Mariko	43

LABOR RELATIONS

Erickson, Chris	22
Jacoby, Sanford	29
Mitchell, Daniel	37

LATIN AMERICA

Edwards, Sebastian	21
Schwartz, Eduardo	45

LAW

Bendersky, Corinne	14
Boss, Maria	15
Freixes, Gonzalo	24
Guerin, Jane	26
Klein, Gordon	30

LEADERSHIP

Cockrum, Bill	18
Culbert, Samuel	20
Flamholtz, Eric	22
McCann, Robert M.	35
McDonough, John	36
Olian, Judy	39
Reuben, Gary M.	41
Stengel, Jim	48
Ullmen, John	50
Young, Maia	53

**LEADERSHIP EFFECTIVENESS AND
COACHING**

Morris, John M.	38
-------------------------	----

LOS ANGELES ECONOMY

Yu, William	53
-----------------------	----

MACROECONOMICS

Gabriel, Stuart	25
Wacziarg, Romain	51

MANUFACTURING &

SUPPLY CHAIN

Ahmadi, Reza 12
 Foster, Robert 23
 Karmarkar, Uday 29
 Lieberman, Marvin 32
 Roels, Guillaume 42
 Tang, Chris 49

MANAGEMENT

Bodapati, Anand 15
 Culbert, Samuel 20
 Flamholtz, Eric 22
 Hsu, Jason 28
 McCann, Robert M. 35

MANAGING GROWTH

Morris, John M. 38

MARKETING

Audenaert, Anke 13
 Bodapati, Anand 15
 Bucklin, Randy 16
 Cooper, Lee 18
 Hanssens, Dominique 27
 Misra, Sanjog 36
 Morrison, Donald 38
 Rossi, Peter 42
 Shu, Suzanne 46
 Sood, Sanjay 47
 Spiller, Stephen 47
 Stengel, Jim 48
 Terech, Andres 50
 Zhang, Shi 54

MATHEMATICAL MODELING

Long, Elisa 34

MEDIA

Geis, George 25
 Wurster, Thomas S. 52

MEDICAL MARKETING

Hagigi, F. A. 27
 Hanssens, Dominique 27

MERGERS & ACQUISITIONS

Cowen, Peter 19
 Geis, George 25
 Hayn, Carla 27
 Morris, John M. 38

MEXICO

Edwards, Sebastian 21

MICROFINANCE

Chowdhry, Bhagwan 18

MOBILE BANKING

Chowdhry, Bhagwan 18
 Freixes, Gonzalo 24

MONETARY POLICY

Darby, Michael 20
 Edwards Sebastian 21

MULTINATIONAL COMPANIES

Schollhammer, Hans 44

NATURAL RESOURCES

Schwartz, Eduardo 45

NEGOTIATIONS

Bendersky, Corinne 14
 Erickson, Chris 22
 Lippman, Steven 33
 Spich, Robert 47

NEW PRODUCTS

Cooper, Lee 18

NONPROFIT

Guerin, Jane 26
 Northrop, Gayle 39
 Osborne, Al 40
 Rajaram, Kumar 41

OPERATIONS

Long, Elisa 34

ORGANIZATIONAL BEHAVIOR

Carlin, Bruce	17
Kashkooli, Keyvan	30
Lawrence, Barbara S.	31
Shih, Margaret	45
Young, Maia	53

ORGANIZATIONAL DESIGN

McDonough, John	36
Olian, Judy	39

OUTSOURCING

Tang, Chris	49
-----------------------	----

PENSION ISSUES

Hsu, Jason	28
----------------------	----

PERFORMANCE MANAGEMENT

Morris, John M.	38
-------------------------	----

PERSONAL FINANCE

Carlin, Bruce	17
Sussman, Eric	48

PHILANTHROPY

Morganstern, Richard	37
--------------------------------	----

POLITICAL ECONOMY

Bursztyn, Leonardo	16
Dippel, Christian	21
Oppenheimer, Danny	40
Snyder, Jason	46
Voigtlander, Nico	51
Wacziarg, Romain	51

PRICING

Barz, Christiane	13
Bucklin, Randy	16
Leslie, Phillip	32
Misra, Sanjog	36
Tang, Chris	49
Terech, Andres	50
Zeithammer, Robert	53

PRIVATE EQUITY

Cowen, Peter	19
Ridenour, Matt	42

PRODUCT DESIGN

Ahmadi, Reza	12
------------------------	----

REAL ESTATE

Gabriel, Stuart	25
Garmaise, Mark	25
Habibi, Paul	26
Litt, Danny	33
Shulman, David	46
Sussman, Eric	48

RETAILING

Caro, Felipe	17
Rajaram, Kumar	41
Tang, Chris	49
Terech, Andres	50

RETIREMENT

Benartzi, Shlomo	14
Shu, Suzanne	46

ROBOTICS

Foster, Robert	23
--------------------------	----

SCALABLE BUSINESS SERVICES

Cowen, Peter	19
------------------------	----

SMALL BUSINESS

Osborne, Al	40
-----------------------	----

SOCIAL ENTREPRENEURSHIP

Cooper, Lee	18
Northrop, Gayle	39

SOCIAL MEDIA

Zhang, Shi	54
----------------------	----

SOFTWARE

Cowen, Peter	19
------------------------	----

SPORTS

Morrison, Donald	38
----------------------------	----

STATISTICS

Misra, Sanjog	36
Morrison, Donald	38
Rossi, Peter	42

STRATEGIC ORGANIZATION

McKelvey, Bill 36

STRATEGIC TRANSFORMATION

Wurster, Thomas S. 52

STRATEGY

Kramer, Terry 30

Larkin, Ian 31

Wurster, Thomas S. 52

STEEL INDUSTRY

Lieberman, Marvin 32

STOCK MARKET

Andrei, Daniel 13

Geske, Robert 25

Klein, Gordon 30

Longstaff, Francis 34

Trueman, Brett 50

SUPPLY CHAIN MANAGEMENT

Ahmadi, Reza 12

Caro, Felipe 17

Karmarkar, Uday 29

Roels, Guillaume 42

Subrahmanyam, Avaniidhar... 48

Tang, Chris 49

SUSTAINABILITY

Corbett, Charles 19

TAX POLICIES

Freixes, Gonzalo 24

Hayn, Carla 27

TECHNOLOGY

Abe, George 12

Foster, Robert 23

Geis, George 25

Karmarkar, Uday 29

Kashkooli, Keyvan 30

Kramer, Terry 30

Lientz, Bennet 33

Osborne, Al 40

Swanson, E. B. 50

Welch, Ivo 52

Wurster, Thomas S. 52

TELECOMMUNICATIONS

Kramer, Terry 30

TRANSPORTATION/LOGISTICS

Cowen, Peter 19

UNIONS

Jacoby, Sanford 29

VENTURE CAPITAL

Cockrum, Bill 18

Cowen, Peter 19

Foster, Robert 23

Garmaise, Mark 25

Morris, John M. 38

Ridenour, Matt 42

Welch, Ivo 52

WINE ECONOMICS

Delmas, Magali 20

Faculty Contact List



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AREAS OF EXPERTISE

Entrepreneurship

Residential Broadband

Technology Transfer & Commercialization

Venture Initiation

BACKGROUND/EDUCATION

B.A. UCLA



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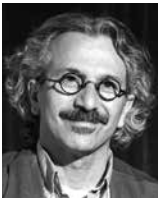
AREAS OF EXPERTISE

Accounting Practices

Executive Compensation

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Electronics

Manufacturing & Supply Chains

Product Design & Development

BACKGROUND/EDUCATION

Ph.D. University of Texas at Austin



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AREAS OF EXPERTISE

Asset Pricing

BACKGROUND/EDUCATION

Ph.D. University of Lausanne



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AREAS OF EXPERTISE

AdTech (Advertising Technology)

Digital Analytics

Internet Marketing

BACKGROUND/EDUCATION

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AREAS OF EXPERTISE

Decision Sciences

Healthcare

Inventory Management

Pricing

BACKGROUND/EDUCATION

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AREAS OF EXPERTISE

Asset Pricing

Finance

Information in Financial Markets

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Behavioral Finance

Investments

BACKGROUND/EDUCATION

Ph.D. Cornell University



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AREAS OF EXPERTISE

Conflict Management

Negotiation

Social Status

Team Performance

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Auctions

Game Theory

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Customer Relationship

Direct Marketing

Direct Response TV

Internet Marketing

Management

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Corporate Law

Employment Law

BACKGROUND/EDUCATION

JD UC Hastings



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AREAS OF EXPERTISE

Asset Pricing

Corporate Finance

Derivative Securities

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Distribution Channels and Sales Management

Internet Marketing and Online Advertising

Pricing and Sales Promotion

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Global Economics

BACKGROUND/EDUCATION

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AREAS OF EXPERTISE

Household Finance

Industrial Organization

BACKGROUND/EDUCATION

Ph.D. Duke University



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AREAS OF EXPERTISE

Carbon Footprinting

Retail Operations

Supply Chain Management

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Behavioral Decision Theory

Behavioral Economics

Competitive Strategy

Consumer Decision-Making

Economics

Game Theory

Industrial Organization

BACKGROUND/EDUCATION

Ph.D., Harvard University



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AREAS OF EXPERTISE

Banking
Corporate Finance
Currency Crisis
Exchange Rates
Hedging Strategies
Impact Investing
India
International Finance
Microfinance
Mobile Banking

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Banking
Entrepreneurship
Finance
Leadership
Venture Capital

EDUCATION

M.B.A. Harvard University



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AREAS OF EXPERTISE

Action Research
Collaborative Problem Solving
Social Entrepreneurship

BACKGROUND/EDUCATION

Ph.D. University of Illinois



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AREAS OF EXPERTISE

Carbon Footprinting

Entrepreneurship

Environmental Issues

Sustainable Operations

Sustainability Reporting

BACKGROUND/EDUCATION

Ph.D. INSEAD



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AREAS OF EXPERTISE

Angel Investing

Digital Media Technology

Healthcare Services

Mergers & Acquisitions

Private Equity

Scalable Business Services

Software

Transportation/Logistics

Venture Capital

BACKGROUND/EDUCATION

MBA, UCLA Anderson School of Management



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AREAS OF EXPERTISE

Communication

Group Dynamics

Leadership

Management Processes

Organization Effectiveness

Teamwork

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Banking

Biotechnology

International Finance

Monetary Policy

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Energy

Environment

Wine Economics

BACKGROUND/EDUCATION

Ph.D. HEC Paris



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AREAS OF EXPERTISE

Global Economics

Political Economy

BACKGROUND/EDUCATION

Ph.D. University of Toronto



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AREAS OF EXPERTISE

International Finance

Latin America & Mexico

Monetary Policy

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Financial Markets

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Asia

Immigrant Workers

Labor Relations

Negotiations

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Innovation

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Corporate Culture Management

Leadership

Managing Growth in Entrepreneurial Organizations

Performance Management

Strategic Planning

BACKGROUND/EDUCATION

Ph.D. University of Michigan



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AREA OF EXPERTISE

**Communication
Human Resources**

BACKGROUND/EDUCATION

Ph.D. Rutgers University



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AREAS OF EXPERTISE

**Angel and VC Investing
Entrepreneurship
Factory Automation and Robotics
High Technology
Internet**

BACKGROUND/EDUCATION

M.B.A. UCLA



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AREAS OF EXPERTISE

**Behavior Under Risk & Uncertainty
Behavioral Economics
Choice Architecture
Decision Making**

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Corporate Governance

Ethics

Impact Investing

International Business Law

International Taxation

Law

Mobile Banking

Taxation

BACKGROUND/EDUCATION

J.D. Loyola Law School



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AREAS OF EXPERTISE

Corporate Governance

BACKGROUND/EDUCATION

Ph.D. University of Pennsylvania



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AREAS OF EXPERTISE

Housing & Mortgage Markets

Macroeconomics

Real Estate Finance & Economics

Urban & Regional Economics

Urban Public Finance

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Banking
Corporate Finance
Real Estate
Venture Capital

BACKGROUND/EDUCATION

Ph.D. Stanford University



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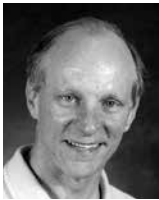
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AREAS OF EXPERTISE

Digital Media
Financial Modeling
Mergers and Acquisitions
Technology Entrepreneurship

BACKGROUND/EDUCATION

Ph.D. USC



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AREAS OF EXPERTISE

Asset Pricing
Inflation & Interest Rates
Stock Market

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Global Economics

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Behavioral Science

Persuasion

BACKGROUND/EDUCATION

Ph.D. ASU



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AREAS OF EXPERTISE

Corporate Law

Nonprofit Organizations

BACKGROUND/EDUCATION

J.D. University of Denver College



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AREA OF EXPERTISE

Real Estate

BACKGROUND/EDUCATION

M.B.A. University of Michigan



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AREAS OF EXPERTISE

**Education-Business & Healthcare
Healthcare Management & Policy
Global Healthcare
Medical Marketing**

BACKGROUND/EDUCATION

DrPH UCLA



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AREAS OF EXPERTISE

**Assessing Effectiveness of Marketing Investments
Business Performance
Customer Equity and Brand Equity
Customer Lifetime Value
Marketing Resource Allocation
Marketing-Finance Interface
Marketing Strategy in the "Big Data" era**

BACKGROUND/EDUCATION

Ph.D. Purdue University



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AREAS OF EXPERTISE

**Capital Markets
Corporate Valuation
Financial Statement Analysis
Fraudulent Financial Reports
Mergers and Acquisitions
Taxation**

BACKGROUND/EDUCATION

Ph.D. University of Michigan



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AREAS OF EXPERTISE

Child Care Management
Healthcare Management

BACKGROUND/EDUCATION

Ph.D. University of Paris



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AREAS OF EXPERTISE

Active Manager Performance
Asset Allocation
Indexing Research
International Finance
Pension Issues
Quantitative Equity Strategies

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Accounting
Capital Markets
Industrial Organization

BACKGROUND/EDUCATION

Ph.D. Purdue University



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AREAS OF EXPERTISE

Corporate Governance

Downsizing

Employee Benefits & Compensation

Federal & State Government

Globalization

Japan

Layoffs

Unemployment

Unions

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Consumer and Industrial Services

Global Competitiveness

Information Economy

Manufacturing & Supply Chains

Technology Management

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Entrepreneurship
Globalization and Technology
Organizational Behavior

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Entrepreneurship
Investments
Law
Stock Market

BACKGROUND/EDUCATION

J.D. University of Michigan



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AREAS OF EXPERTISE

Entrepreneurship
Strategy
Technology
Telecommunications

BACKGROUND/EDUCATION

MBA, Harvard University



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AREAS OF EXPERTISE

Economics

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Compensation and Incentives

Employee motivation

Human resources

Strategy

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Organizational Behavior

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

California Forecasting

National Forecasting

BACKGROUND/EDUCATION

Ph.D. University of Michigan



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AREAS OF EXPERTISE

Pricing

BACKGROUND/EDUCATION

Ph.D. Yale University



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AREAS OF EXPERTISE

Automotive Industry

Industry Evolution

Japan

Steel Industry

BACKGROUND/EDUCATION

Ph.D. Harvard University



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AREAS OF EXPERTISE

Information Technology

Internet Commerce

Project Management

BACKGROUND/EDUCATION

Ph.D. University of Washington



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AREA OF EXPERTISE

Negotiations

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Financial Analysis of Companies

Real Estate Financing

BACKGROUND/EDUCATION

M.B.A. UCLA



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AREAS OF EXPERTISE

Decision Sciences
Health Care Management
Health Care Policy
Mathematical Modeling
Operations

BACKGROUND/EDUCATION

Ph.D., Stanford University



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AREAS OF EXPERTISE

Accounting
Finance
Futures
Stock Market

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Asset Pricing
Exchange Rates

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Computer Science

Game Theory

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Doing Business in Southeast Asia

Management Communication

Workplace Ageism

BACKGROUND/EDUCATION

Ph.D. UC Santa Barbara



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AREA OF EXPERTISE

Decision Analysis

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Communications

Leadership

Local Government

Organizational Development

BACKGROUND/EDUCATION

D.B.A. Harvard University



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AREAS OF EXPERTISE

Strategic Organization

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Consumer Behavior

Marketing

Statistics

BACKGROUND/EDUCATION

Ph.D. State University of New York at Buffalo



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AREAS OF EXPERTISE

California Budget & Related Issues

Labor Markets

Labor Relations

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Angel Funding

Entrepreneurship

Intellectual Property

Investment Banking

Philanthropy

BACKGROUND/EDUCATION

JD, Cornell University



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AREAS OF EXPERTISE

Accounting,

Entrepreneurial Operations

Entrepreneurship and Venture Initiation

Equity Valuation

Executive Team Building

Financial Statement Analysis

Governance, Information Systems and Technology

Internet Software Development

Investment Banking

Leadership Effectiveness and Coaching

Managing Growth

Mergers and Acquisitions

Performance Management

Venture Capital

BACKGROUND/EDUCATION

MBA, Dartmouth College



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AREAS OF EXPERTISE

Marketing

Probability

Sports

Statistics

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Asia and China

Aviation Industry

Economics

Forecasting

BACKGROUND/EDUCATION

Ph.D. University of Minnesota



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AREAS OF EXPERTISE

Community Development

Nonprofit

Social Entrepreneurship

BACKGROUND/EDUCATION

MBA UCLA



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AREAS OF EXPERTISE

Human Resource Strategies

Leadership

Management Education

Organizational Structure & Design

BACKGROUND/EDUCATION

Ph.D. University of Wisconsin, Madison



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AREAS OF EXPERTISE

Charitable Giving
Cognitive Psychology
Decision Making
Higher Education Reform
Politics/Democracy

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Commercialization of Technology
Community Development
Corporate Governance
Entrepreneurship
Nonprofit Management
Organizational Strategy
Small Business Growth & Development

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREA OF EXPERTISE

Education

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Accounting
Debt Markets

BACKGROUND/EDUCATION

Ph.D. Columbia University



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AREAS OF EXPERTISE

Health Care Operations Management
Operations Management in the Entertainment Industry
Process Industry Management
Retail Operations Management

BACKGROUND/EDUCATION

Ph.D. University of Pennsylvania



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AREAS OF EXPERTISE

Corporate Culture
Entrepreneurship
Human Resources
Leadership

BACKGROUND/EDUCATION

BS, The University of Akron

Program for Management Development,
Harvard University



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AREAS OF EXPERTISE

Angel Investing
Entrepreneurship
Private Equity
Venture Capital
Early stage CEO

BACKGROUND/EDUCATION

MBA, Harvard University



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AREAS OF EXPERTISE

Revenue Management
Service Operations
Supply Chain Management

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Marketing
Statistics

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Consumer Behavior

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Aerospace

Corporate Diversification Strategy

Transformation & Turnarounds

BACKGROUND/EDUCATION

Ph.D. Harvard University



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AREAS OF EXPERTISE

Innovation

Intellectual Property Rights

Japanese Economy

Intellectual Property Rights

Strategic Alliances

BACKGROUND/EDUCATION

Ph.D. Harvard University



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AREAS OF EXPERTISE

Decision Sciences

Decisions Made Under Uncertainty

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Corporate Finance

International Financial Markets

BACKGROUND/EDUCATION

B.S. University of Southern California



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AREAS OF EXPERTISE

Entrepreneurship

Multinational Companies

BACKGROUND/EDUCATION

D.B.A. Indiana University



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AREAS OF EXPERTISE

Financial Markets

Natural Resources Investments

Real Options Approach to Valuation

BACKGROUND/EDUCATION

Ph.D. University of British Columbia



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AREAS OF EXPERTISE

Behavioral Science

Diversity

Stereotyping and Discrimination

BACKGROUND/EDUCATION

Ph.D. Arizona State University



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AREAS OF EXPERTISE

Consumer Behavior

Human Resources

Organizational Behavior

BACKGROUND/EDUCATION

Ph.D. Harvard University



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AREAS OF EXPERTISE

Behavioral Economics

Consumer Behavior

Consumer Financial Decision Making

Retirement Income Decisions

Self Control and Procrastination

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREA OF EXPERTISE

Capital Markets

Forecasting

Real Estate

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREA OF EXPERTISE

Corporate Social Responsibility

Healthcare

Strategy

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Advertising and Consumer Behavior
Brand Management
Marketing Management

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Globalization Trends
Negotiations

BACKGROUND/EDUCATION

Ph.D. University of Washington



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AREAS OF EXPERTISE

Consumer Behavior
Marketing

BACKGROUND/EDUCATION

Ph.D. Duke University



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AREAS OF EXPERTISE

Branding
Leadership
Marketing

BACKGROUND/EDUCATION

M.B.A. Pennsylvania State University



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AREAS OF EXPERTISE

Financial Markets
Stock Market

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Financial Statement Analysis
Fraud Detection
Personal Finance
Real Estate

BACKGROUND/EDUCATION

M.B.A. Stanford University



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AREAS OF EXPERTISE

Business Innovation

Enterprise Systems

Information Technology

BACKGROUND/EDUCATION

Ph.D. UC Berkeley



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AREAS OF EXPERTISE

Employment

Healthcare Policy

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Asia

Off-shoring

Outsourcing

Pricing

Retailing

Supply Chain Management

BACKGROUND/EDUCATION

Ph.D. Yale University



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AREAS OF EXPERTISE

Consumer Behavior

Franchising

Marketing

Pricing

Retailing

BACKGROUND/EDUCATION

Ph.D. UCLA Anderson School of Management



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AREAS OF EXPERTISE

Performance of Security Analysts

Stock Market

BACKGROUND/EDUCATION

Ph.D. Columbia University



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AREAS OF EXPERTISE

Influence

Communication

Conflict Management

Leadership

BACKGROUND/EDUCATION

Ph.D. UCLA



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AREAS OF EXPERTISE

Behavioral Science
Racial/Ethnic Identity
Social Inequality

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

Global Economics
Political Economy

BACKGROUND/EDUCATION

Ph.D. Universitat Pompeu Fabra (Spain)



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AREAS OF EXPERTISE

Global Macroeconomics
International Trade and Finance
Political Economy

BACKGROUND/EDUCATION

Ph.D. Harvard University



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AREAS OF EXPERTISE

Asset Pricing

Computer Science

Corporate Finance/Valuation

Entrepreneurship

Finance

Inflation

Internet

Technology

Venture Capital

BACKGROUND/EDUCATION

Ph.D. University of Chicago



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AREAS OF EXPERTISE

Economics

Media

Strategic Transformation

Strategy

Technology

BACKGROUND/EDUCATION

Ph.D., Yale University



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AREAS OF EXPERTISE

Leadership
Organizational Behavior

BACKGROUND/EDUCATION

Ph.D. Stanford University



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AREAS OF EXPERTISE

China
Forecasting
Human Capital
Los Angeles Economy

BACKGROUND/EDUCATION

Ph.D. University of Washington



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AREAS OF EXPERTISE

Alternative Pricing Mechanisms
Auctions
Conjoint Surveys
Pricing

BACKGROUND/EDUCATION

Ph.D. MIT



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AREAS OF EXPERTISE

Advertising

Branding

China

Consumer Behavior

Global Marketing

Market Entry

Social Media

BACKGROUND/EDUCATION

Ph.D. Columbia University

THINK IN THE NEXT