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Office of Media Relations
Contact Information

Elise Anderson
Director, Media Relations
(310) 206-7537
elise.anderson@anderson.ucla.edu
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RESEARCH CENTERS

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www.zimancenter.ucla.edu

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Contact: Elise Anderson, Director, Media Relations
(310) 206-7537 elise.anderson@anderson.ucla.edu
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GEORGE ABE
Lecturer, Director, Strategic Management Research
Phone: (310) 206-3082
gorge.abe@anderson.ucla.edu

AREAS OF EXPERTISE
Entrepreneurship
Residential Broadband
Technology Transfer & Commercialization
Venture Initiation

BACKGROUND/EDUCATION
B.A. UCLA

DAVID ABOODY
Professor
Phone: (310) 825-3393
david.aboody@anderson.ucla.edu

AREAS OF EXPERTISE
Accounting Practices
Executive Compensation

BACKGROUND/EDUCATION
Ph.D. UC Berkeley

REZA AHMADI
Professor
Phone: (310) 825-2502
reza.ahmadi@anderson.ucla.edu

AREAS OF EXPERTISE
Electronics
Manufacturing & Supply Chains
Product Design & Development

BACKGROUND/EDUCATION
Ph.D. University of Texas at Austin
DANIEL ANDREI
Assistant Professor
Phone: (310) 825-3544
daniel.andrei@anderson.ucla.edu

AREAS OF EXPERTISE
Asset Pricing

BACKGROUND/EDUCATION
Ph.D. University of Lausanne

ANKE AUDENAERT
Adjunct Assistant Professor of Marketing
Phone: (408) 203.3635
anke.audenaert@anderson.ucla.edu

AREAS OF EXPERTISE
AdTech (Advertising Technology)
Digital Analytics
Internet Marketing

BACKGROUND/EDUCATION
M.A. Catholic University of Leuven, Belgium

CHRISTIANE BARZ
Assistant Professor
Phone: (310) 825-0296
christiane.barz@anderson.ucla.edu

AREAS OF EXPERTISE
Decision Sciences
Healthcare
Inventory Management
Pricing

BACKGROUND/EDUCATION
Dr.rer.pol. (Ph.D. equivalent) University of Karlsruhe
ANTONIO BERNARDO
Robert D. Beyer ’83 Term Chair in Management, Area Chair
Phone: (310) 825-2198
antonio.bernardo@anderson.ucla.edu

AREAS OF EXPERTISE
Asset Pricing
Finance
Information in Financial Markets

BACKGROUND/EDUCATION
Ph.D. Stanford University

SHLOMO BENARTZI
Professor and Co-Chair of the
Behavioral Decision-Making Group
Phone: (310) 206-9939
benartzi@ucla.edu

AREAS OF EXPERTISE
Behavioral Finance
Investments

BACKGROUND/EDUCATION
Ph.D. Cornell University

CORINNE BENDERSKY
Associate Professor
Phone: (310) 825-1366
corinne.bendersky@anderson.ucla.edu

AREAS OF EXPERTISE
Conflict Management
Negotiation
Social Status
Team Performance

BACKGROUND/EDUCATION
Ph.D. MIT
SUSHIL BIKHCHANDANI
Professor, Vice-Chairman
Phone: (310) 206-2686
sushil.bikhchandani@anderson.ucla.edu

AREAS OF EXPERTISE
Auctions
Game Theory

BACKGROUND/EDUCATION
Ph.D. Stanford University

ANAND V. BODAPATI
Associate Professor
Phone: (310) 206-8624
anand.bodapati@anderson.ucla.edu

AREAS OF EXPERTISE
Customer Relationship
Direct Marketing
Direct Response TV
Internet Marketing
Management

BACKGROUND/EDUCATION
Ph.D. Stanford University

MARIA BOSS
Lecturer
Phone: (310) 707-5530
maria.boss@anderson.ucla.edu

AREAS OF EXPERTISE
Corporate Law
Employment Law

BACKGROUND/EDUCATION
JD UC Hastings
 MICHAEL BRENNAN  
Professor Emeritus  
Phone: (310) 825-3587  
michael.brennan@anderson.ucla.edu  

AREAS OF EXPERTISE  
Asset Pricing  
Corporate Finance  
Derivative Securities  

BACKGROUND/EDUCATION  
Ph.D. MIT  

 RANDOLPH E. BUCKLIN  
Chairman, Deputy Dean of Academic Affairs, Professor of Marketing, Peter W. Mullin Chair in Management  
Phone: (310) 825-7339  
randy.bucklin@anderson.ucla.edu  

AREAS OF EXPERTISE  
Distribution Channels and Sales Management  
Internet Marketing and Online Advertising  
Pricing and Sales Promotion  

BACKGROUND/EDUCATION  
Ph.D. Stanford University  

 LEONARDO BURSZTYN  
Assistant Professor  
Phone: (310) 825-6920  
bursztyn@ucla.edu  

AREAS OF EXPERTISE  
Global Economics  

BACKGROUND/EDUCATION  
Ph.D. Harvard University
**BRUCE CARLIN**  
Associate Professor  
Phone: (310) 825-7246  
bruce.carlin@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Household Finance  
Industrial Organization  

**BACKGROUND/EDUCATION**  
Ph.D. Duke University  

---

**FELIPE CARO**  
Associate Professor  
Phone: (310) 206-0416  
fcaro@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Carbon Footprinting  
Retail Operations  
Supply Chain Management  

**BACKGROUND/EDUCATION**  
Ph.D. MIT  

---

**M. KEITH CHEN**  
Associate Professor of Economics  
Phone: (310) 825-7348  
keith.chen@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Behavioral Decision Theory  
Behavioral Economics  
Competitive Strategy  
Consumer Decision-Making  
Economics  
Game Theory  
Industrial Organization  

**BACKGROUND/EDUCATION**  
Ph.D., Harvard University
BHAGWAN CHOWDHRY
Professor of Finance
Phone: (310) 825-5883
bhagwan.chowdhry@anderson.ucla.edu

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

WILLIAM COCKRUM
Adjunct Professor
Phone: (310) 825-2985
bill.cockrum@anderson.ucla.edu

AREAS OF EXPERTISE
Banking
Entrepreneurship
Finance
Leadership
Venture Capital

EDUCATION
M.B.A. Harvard University

LEE G. COOPER
Professor Emeritus
Phone: (310) 339-8036
lee.cooper@anderson.ucla.edu

AREAS OF EXPERTISE
Action Research
Collaborative Problem Solving
Social Entrepreneurship

BACKGROUND/EDUCATION
Ph.D. University of Illinois
CHARLES CORBETT  
Professor of Operations Management and Sustainability  
Phone: (310) 825-1651  
charles.corbett@anderson.ucla.edu  

AREAS OF EXPERTISE  
Carbon Footprinting  
Entrepreneurship  
Environmental Issues  
Sustainable Operations  
Sustainability Reporting  

BACKGROUND/EDUCATION  
Ph.D. INSEAD  

PETER COWEN  
GAP Faculty Advisor  
peter.cowen@anderson.ucla.edu  
(818) 377-3516  

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  

SAMUEL CULBERT  
Professor  
Phone: (310) 825-7784  
samuel.culbert@anderson.ucla.edu  

AREAS OF EXPERTISE  
Communication  
Group Dynamics  
Leadership  
Management Processes  
Organization Effectiveness  
Teamwork  

BACKGROUND/EDUCATION  
Ph.D. UCLA  

MICHAEL DARBY  
Distinguished Professor  
Phone: (310) 825-4180  
michael.darby@anderson.ucla.edu  

AREAS OF EXPERTISE  
Banking  
Biotechnology  
International Finance  
Monetary Policy  

BACKGROUND/EDUCATION  
Ph.D. University of Chicago  

MAGALI DELMAS  
Professor  
Phone: (310) 825-9310  
delmas@ucla.edu  

AREAS OF EXPERTISE  
Energy  
Environment  
Wine Economics  

BACKGROUND/EDUCATION  
Ph.D. HEC Paris
CHRISTIAN DIPPEL
Assistant Professor
Phone: (310) 825-7465
cristian.dippel@anderson.ucla.edu

AREAS OF EXPERTISE
Global Economics
Political Economy

BACKGROUND/EDUCATION
Ph.D. University of Toronto

SEBASTIAN EDWARDS
Distinguished Professor, Henry Ford II Chair in International Management, Associate Dean, Center for Global Management and Director of CIBER
Phone: (310) 206-6797
sebastian.edwards@anderson.ucla.edu

AREAS OF EXPERTISE
International Finance
Latin America & Mexico
Monetary Policy

BACKGROUND/EDUCATION
Ph.D. University of Chicago

ANDREA EISFELDT
Professor
Phone: (310) 825-2508
andrea.eisfeldt@anderson.ucla.edu

AREAS OF EXPERTISE
Financial Markets

BACKGROUND/EDUCATION
Ph.D. University of Chicago
CHRISTOPHER L. ERICKSON
Professor
Phone: (310) 825-1697
chris.erickson@anderson.ucla.edu

AREAS OF EXPERTISE
Asia
Immigrant Workers
Labor Relations
Negotiations

BACKGROUND/EDUCATION
Ph.D. MIT

IRIS FIRSTENBERG
Adjunct Associate Professor
Phone: (310) 825-2032
iris.firstenberg@anderson.ucla.edu

AREAS OF EXPERTISE
Innovation

BACKGROUND/EDUCATION
Ph.D. UCLA

ERIC G. FLAMHOLTZ
Professor Emeritus
Phone: (310) 825-4956
eric.g.flamholtz@anderson.ucla.edu

AREAS OF EXPERTISE
Corporate Culture Management
Leadership
Managing Growth in Entrepreneurial Organizations
Performance Management
Strategic Planning

BACKGROUND/EDUCATION
Ph.D. University of Michigan
Faculty Contact List

JANIS FORMAN
Adjunct Professor of Management, Director of Management Communications for Field Studies Programs
Phone: (310) 206-8086
janis.forman@anderson.ucla.edu

AREA OF EXPERTISE
Communication
Human Resources

BACKGROUND/EDUCATION
Ph.D. Rutgers University

ROBERT FOSTER
Adjunct Professor, Director, Global Access Program
Phone: (310) 206-0937
bob.foster@anderson.ucla.edu

AREAS OF EXPERTISE
Angel and VC Investing
Entrepreneurship
Factory Automation and Robotics
High Technology
Internet

BACKGROUND/EDUCATION
M.B.A. UCLA

CRAIG FOX
Professor, Ho-Su Wu Term Chair in Management
Phone: (310) 206-3403
craig.fox@anderson.ucla.edu

AREAS OF EXPERTISE
Behavior Under Risk & Uncertainty
Behavioral Economics
Choice Architecture
Decision Making

BACKGROUND/EDUCATION
Ph.D. Stanford University
Gonzalo Freixes
Senior Continuing Lecturer, Associate Dean, Professional MBA Programs, Director, Applied Management Research Program
Phone: (310) 794-6640
gonzalo.freixes@anderson.ucla.edu

Areas of Expertise
Corporate Governance
Ethics
Impact Investing
International Business Law
International Taxation
Law
Mobile Banking
Taxation

Background/Education
J.D. Loyola Law School

Henry Friedman
Assistant Professor
Phone: (310) 206-1503
henry.friedman@anderson.ucla.edu

Areas of Expertise
Corporate Governance

Background/Education
Ph.D. University of Pennsylvania

Stuart Gabriel
Professor, Arden Realty Chair, Director, Richard S. Ziman Center for Real Estate
Phone: (310) 825-2922
stuart.gabriel@anderson.ucla.edu

Areas of Expertise
Housing & Mortgage Markets
Macroeconomics
Real Estate Finance & Economics
Urban & Regional Economics
Urban Public Finance

Background/Education
Ph.D. UC Berkeley
Faculty Contact List

**MARK GARMAISE**
*Professor, Senior Associate Dean and Faculty Director of the MBA Program*
Phone: (310) 794-4118
mark.garmaise@anderson.ucla.edu

**AREAS OF EXPERTISE**
Banking
Corporate Finance
Real Estate
Venture Capital

**BACKGROUND/EDUCATION**
Ph.D. Stanford University

**GEORGE T. GEIS**
*Adjunct Professor*
Phone: (310) 825-2987
george.geis@anderson.ucla.edu

**AREAS OF EXPERTISE**
Digital Media
Financial Modeling
Mergers and Acquisitions
Technology Entrepreneurship

**BACKGROUND/EDUCATION**
Ph.D. USC

**ROBERT GESKE**
*Associate Professor Emeritus*
Phone: (310) 825-3670
robert.geske@anderson.ucla.edu

**AREAS OF EXPERTISE**
Asset Pricing
Inflation & Interest Rates
Stock Market

**BACKGROUND/EDUCATION**
Ph.D. UC Berkeley
PAOLA GIULIANO  
Assistant Professor  
Phone: (310) 206-6890  
paola.giuliano@anderson.ucla.edu  

AREAS OF EXPERTISE  
Global Economics  

BACKGROUND/EDUCATION  
Ph.D. UC Berkeley  

NOAH GOLDSTEIN  
Associate Professor, Director, Behavioral Lab  
Area Chair  
Phone: (310) 825-1454  
noah.goldstein@anderson.ucla.edu  

AREAS OF EXPERTISE  
Behavioral Science  
Persuasion  

BACKGROUND/EDUCATION  
Ph.D. ASU  

JANE GUERIN  
Lecturer  
Phone: (310) 284-6080, (310) 266-2826  
jane.guerin@anderson.ucla.edu  

AREAS OF EXPERTISE  
Corporate Law  
Nonprofit Organizations  

BACKGROUND/EDUCATION  
J.D. University of Denver College  

PAUL HABIBI  
Lecturer  
Phone: (310) 562-7700  
paul.habibi@anderson.ucla.edu  

AREA OF EXPERTISE  
Real Estate  

BACKGROUND/EDUCATION  
M.B.A. University of Michigan
Faculty Contact List

F.A. HAGIGI
Adjunct Professor, Director Global Health Initiatives
Phone: (310) 257-5200
hagigi@anderson.ucla.edu

AREAS OF EXPERTISE
Education-Business & Healthcare
Healthcare Management & Policy
Global Healthcare
Medical Marketing

BACKGROUND/EDUCATION
DrPH UCLA

DOMINIQUE HANSSENS
Distinguished Professor, Bud Knapp Chair in Marketing,
Area Chair
Phone: (310) 825-4497
dominique.hanssens@anderson.ucla.edu

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

CARLA HAYN
Professor, Professional MBA Programs
Phone: (310) 206-9225
carla.hayn@anderson.ucla.edu

AREAS OF EXPERTISE
Capital Markets
Corporate Valuation
Financial Statement Analysis
Fraudulent Financial Reports
Mergers and Acquisitions
Taxation

BACKGROUND/EDUCATION
Ph.D. University of Michigan
ARIELLA HERMAN  
Senior Lecturer  
Phone: (310) 825-5681  
ariella.herman@anderson.ucla.edu  

AREAS OF EXPERTISE  
Child Care Management  
Healthcare Management  

BACKGROUND/EDUCATION  
Ph.D. University of Paris  

JASON HSU  
Adjunct Professor  
Phone: (310) 825-2508  
jason.hsu@anderson.ucla.edu  

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

BACKGROUND/EDUCATION  
Ph.D. UCLA  

JOHN S. HUGHES  
Ernst and Young Chair in Accounting  
Phone: (310) 794-9553  
john.hughes@anderson.ucla.edu  

AREAS OF EXPERTISE  
Accounting  
Capital Markets  
Industrial Organization  

BACKGROUND/EDUCATION  
Ph.D. Purdue University
SANFORD M. JACOBY
*Distinguished Professor, Howard Noble Chair of Management*
Phone: (310) 206-6550
sanford.jacoby@anderson.ucla.edu

**AREAS OF EXPERTISE**
- Corporate Governance
- Downsizing
- Employee Benefits & Compensation
- Federal & State Government
- Globalization
- Japan
- Layoffs
- Unemployment
- Unions

**BACKGROUND/EDUCATION**
Ph.D. UC Berkeley

UDAY S. KARMARKAR
*Distinguished Professor, L.A. Times Chair in Technology and Strategy*
Phone: (310) 825-6500
uday.karmarkar@anderson.ucla.edu

**AREAS OF EXPERTISE**
- Consumer and Industrial Services
- Global Competitiveness
- Information Economy
- Manufacturing & Supply Chains
- Technology Management

**BACKGROUND/EDUCATION**
Ph.D. MIT
KEYVAN KASHKOOLI
Assistant Professor
Phone: (310) 825-2387
keyvan.kashkooli@anderson.ucla.edu

AREAS OF EXPERTISE
Entrepreneurship
Globalization and Technology
Organizational Behavior

BACKGROUND/EDUCATION
Ph.D. UC Berkeley

GORDON KLEIN
Lecturer
Phone: (310) 825-1832
gklein@anderson.ucla.edu

AREAS OF EXPERTISE
Entrepreneurship
Investments
Law
Stock Market

BACKGROUND/EDUCATION
J.D. University of Michigan

TERRY KRAMER
Faculty and GAP Advisor
Phone: (510) 913-0800
terry.kramer@anderson.ucla.edu

AREAS OF EXPERTISE
Entrepreneurship
Strategy
Technology
Telecommunications

BACKGROUND/EDUCATION
MBA, Harvard University
J. CLAYBURN LA FORCE, JR.  
Dean Emeritus  
Phone: (310) 825-1931  
clay.la.force@anderson.ucla.edu  

AREAS OF EXPERTISE  
Economics  

BACKGROUND/EDUCATION  
Ph.D. UCLA  

IAN LARKIN  
Assistant Professor  
Phone: 310-825-5484  
ian.larkin@anderson.ucla.edu  

AREAS OF EXPERTISE  
Compensation and Incentives  
Employee motivation  
Human resources  
Strategy  

BACKGROUND/EDUCATION  
Ph.D. UC Berkeley  

BARBARA S. LAWRENCE  
Professor Emeritus  
Phone: (310) 825-1252  
barbara.lawrence@anderson.ucla.edu  

AREAS OF EXPERTISE  
Organizational Behavior  

BACKGROUND/EDUCATION  
Ph.D. MIT
EDWARD E. LEAMER
Distinguished Professor, Chauncey J. Medberry Chair in Management, Director, UCLA Anderson Forecast
Phone: (310) 206-1452
edward.leamer@anderson.ucla.edu

AREAS OF EXPERTISE
California Forecasting
National Forecasting

BACKGROUND/EDUCATION
Ph.D. University of Michigan

PHILLIP LESLIE
Associate Professor
Phone: (650) 387-5498
pleslie@anderson.ucla.edu

AREAS OF EXPERTISE
Pricing

BACKGROUND/EDUCATION
Ph.D. Yale University

MARVIN LIEBERMAN
Professor
Phone: (310) 206-7665
marvin.lieberman@anderson.ucla.edu

AREAS OF EXPERTISE
Automotive Industry
Industry Evolution
Japan
Steel Industry

BACKGROUND/EDUCATION
Ph.D. Harvard University
BENNET P. LIENTZ
*Professor Emeritus*
Phone: (310) 825-1648
bennet.lientz@anderson.ucla.edu

**AREAS OF EXPERTISE**
- Information Technology
- Internet Commerce
- Project Management

**BACKGROUND/EDUCATION**
- Ph.D. University of Washington

---

STEVEN LIPPMAN
*Distinguished Professor, George W. Robbins Chair in Management, Area Chair*
Phone: (310) 825-3649
steven.lippman@anderson.ucla.edu

**AREA OF EXPERTISE**
- Negotiations

**BACKGROUND/EDUCATION**
- Ph.D. Stanford University

---

DANNY LITT
*Lecturer*
Phone: (310) 825-1449
dlitt@anderson.ucla.edu

**AREAS OF EXPERTISE**
- Financial Analysis of Companies
- Real Estate Financing

**BACKGROUND/EDUCATION**
- M.B.A. UCLA
ELISA LONG
Assistant Professor
Phone: (310) 825-4458
elisa.long@anderson.ucla.edu

AREAS OF EXPERTISE
Decision Sciences
Health Care Management
Health Care Policy
Mathematical Modeling
Operations

BACKGROUND/EDUCATION
Ph.D., Stanford University

FRANCIS LONGSTAFF
Allstate Professor of Insurance and Finance,
Senior Associate Dean of the PhD Program
Phone: (310) 825-2218
francis.longstafft@anderson.ucla.edu

AREAS OF EXPERTISE
Accounting
Finance
Futures
Stock Market

BACKGROUND/EDUCATION
Ph.D. University of Chicago

HANNO LUSTIG
Professor, Faculty Director of the MFE Program
Phone: (310) 206-6077
hanno.lustig@anderson.ucla.edu

AREAS OF EXPERTISE
Asset Pricing
Exchange Rates

BACKGROUND/EDUCATION
Ph.D. Stanford University
JOHN W. MAMER
Professor, Senior Associate Dean for the EMBA Programs
Phone: (310) 825-2562
john.mamer@anderson.ucla.edu

AREAS OF EXPERTISE
Computer Science
Game Theory

BACKGROUND/EDUCATION
Ph.D. UC Berkeley

ROBERT M. MCCANN
Associate Dean of Global Initiatives
Phone: (310) 794-5461
robert.mccann@anderson.ucla.edu

AREAS OF EXPERTISE
Doing Business in Southeast Asia
Management Communication
Workplace Ageism

BACKGROUND/EDUCATION
Ph.D. UC Santa Barbara

KEVIN MCCARDLE
Professor
Phone: (310) 825-3926
kevin.mccardle@anderson.ucla.edu

AREA OF EXPERTISE
Decision Analysis

BACKGROUND/EDUCATION
Ph.D. UCLA
### JOHN (JACK) MCDONOUGH
**Professor Emeritus**  
Phone: (310) 825-7465  
john.mcdonough@anderson.ucla.edu

**Areas of Expertise**  
- Communications  
- Leadership  
- Local Government  
- Organizational Development

**Background/Education**  
D.B.A. Harvard University

---

### BILL MCKELVEY
**Professor Emeritus**  
Phone: (310) 825-7796  
bill.mckelvey@anderson.ucla.edu

**Areas of Expertise**  
- Strategic Organization

**Background/Education**  
Ph.D. MIT

---

### SANJOG MISRA
**Professor**  
Phone: (310) 825-4956  
sanjog.misra@anderson.ucla.edu

**Areas of Expertise**  
- Consumer Behavior  
- Marketing  
- Statistics

**Background/Education**  
Ph.D. State University of New York at Buffalo
DANIEL J.B. MITCHELL  
Professor Emeritus  
Phone: (310) 825-1504  
daniel.j.b.mitchell@anderson.ucla.edu  

AREAS OF EXPERTISE  
California Budget & Related Issues  
Labor Markets  
Labor Relations  

BACKGROUND/EDUCATION  
Ph.D. MIT  

RICHARD MORGANSTERN  
GAP Faculty Advisor  
Phone: (310) 476-3290  
richard.morganstern@anderson.ucla.edu  

AREAS OF EXPERTISE  
Angel Funding  
Entrepreneurship  
Intellectual Property  
Investment Banking  
Philanthropy  

BACKGROUND/EDUCATION  
JD, Cornell University
JOHN M. MORRIS

Faculty Advisor, Global Access Program
Phone: (310) 454-5071 (office)
(310) 720-5643 (mobile)
john.morris@vistage.com

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

DONALD MORRISON

Professor Emeritus
Phone: (310) 825-7706
donald.morrison@anderson.ucla.edu

AREAS OF EXPERTISE
Marketing
Probability
Sports
Statistics

BACKGROUND/EDUCATION
Ph.D. Stanford University
JERRY NICKELSBURG  
Adjunct Professor, Senior Economist, UCLA Anderson Forecast  
Phone: (310) 206-1132  
jerry.nickelsburg@anderson.ucla.edu

AREAS OF EXPERTISE  
Asia and China  
Aviation Industry  
Economics  
Forecasting

BACKGROUND/EDUCATION  
Ph.D. University of Minnesota

GAYLE NORTHRUP  
Lecturer  
Phone: (818) 516-0615  
gayle.northrop@anderson.ucla.edu

AREAS OF EXPERTISE  
Community Development  
Nonprofit  
Social Entrepreneurship

BACKGROUND/EDUCATION  
MBA UCLA

JUDY D. OLIAN  
Dean and John E. Anderson Chair in Management  
Phone: (310) 825-7982  
judy.olian@anderson.ucla.edu

AREAS OF EXPERTISE  
Human Resource Strategies  
Leadership  
Management Education  
Organizational Structure & Design

BACKGROUND/EDUCATION  
Ph.D. University of Wisconsin, Madison
DANNY OPPENHEIMER  
Professor  
Phone: 310-825-1648  
daniel.oppenheimer@anderson.ucla.edu  

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

BACKGROUND/EDUCATION  
Ph.D. Stanford University  

ALFRED E. OSBORNE, JR.  
Professor, Senior Associate Dean, Founder and Faculty  
Director, Harold and Pauline Price Center for Entrepreneurial Studies  
Phone: (310) 825-3309  
al.osborne@anderson.ucla.edu  

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  

WILLIAM G. OUCHI  
Distinguished Professor, Sanford and Betty Sigoloff Chair in Corporate Renewal  
Phone: (310) 825-5848  
william.ouchi@anderson.ucla.edu  

AREA OF EXPERTISE  
Education  

BACKGROUND/EDUCATION  
Ph.D. University of Chicago
N. BUGRA OZEL
Assistant Professor
Phone: (310) 206-6462
aim.bugra.ozel@anderson.ucla.edu

AREAS OF EXPERTISE
Accounting
Debt Markets

BACKGROUND/EDUCATION
Ph.D. Columbia University

KUMAR RAJARAM
Professor, Area Chair
Phone: (310) 825-4154
kumar.rajaram@anderson.ucla.edu

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

GARY M. REUBEN
Lecturer and Faculty Advisor
Phone: 310-271-2268
gary.reuben@anderson.ucla.edu

AREAS OF EXPERTISE
Corporate Culture
Entrepreneurship
Human Resources
Leadership

BACKGROUND/EDUCATION
BS, The University of Akron
Program for Management Development, Harvard University
MATT RIDENOUR
Lecturer
Phone: 661 313 2323
Matt@thepeoplefund.net.

AREAS OF EXPERTISE
Angel Investing
Entrepreneurship
Private Equity
Venture Capital
Early stage CEO

BACKGROUND/EDUCATION
MBA, Harvard University

GUILLAUME ROELS
Associate Professor, Director of the Easton Technology Leadership Program
Phone: (310) 825-6749
guillaume.roels@anderson.ucla.edu

AREAS OF EXPERTISE
Revenue Management
Service Operations
Supply Chain Management

BACKGROUND/EDUCATION
Ph.D. MIT

PETER ROSSI
Distinguished Professor, James Collins Professor of Marketing, Statistics and Economics
Phone: (773) 294-8616
peter.rossi@anderson.ucla.edu

AREAS OF EXPERTISE
Marketing
Statistics

BACKGROUND/EDUCATION
Ph.D. University of Chicago
Faculty Contact List

AIMEE DROLET ROSSI
Professor
Phone: (310) 206-4278
aimee.rossi@anderson.ucla.edu

AREAS OF EXPERTISE
Consumer Behavior

BACKGROUND/EDUCATION
Ph.D. Stanford University

RICHARD P. RUMELT
Harry and Elsa Kunin Chair in Business & Society
Phone: (310) 206-6553
rrumelt@anderson.ucla.edu

AREAS OF EXPERTISE
Aerospace
Corporate Diversification Strategy
Transformation & Turnarounds

BACKGROUND/EDUCATION
Ph.D. Harvard University

MARIKO SAKAKIBARA
Professor
Phone: (310) 825-7831
mariko.sakakibara@anderson.ucla.edu

AREAS OF EXPERTISE
Innovation
Intellectual Property Rights
Japanese Economy
Intellectual Property Rights
Strategic Alliances

BACKGROUND/EDUCATION
Ph.D. Harvard University
RAKESH SARIN
*Distinguished Professor, Paine Chair in Management*
Phone: (310) 825-3930
rakesh.sarin@anderson.ucla.edu

**AREAS OF EXPERTISE**
*Decision Sciences*
*Decisions Made Under Uncertainty*

**BACKGROUND/EDUCATION**
Ph.D. UCLA

JEFF SCHEINROCK
*Lecturer, AMR and BCO advisor*
Phone: (310) 206-3082
jeff.scheinrock@anderson.ucla.edu

**AREAS OF EXPERTISE**
*Corporate Finance*
*International Financial Markets*

**BACKGROUND/EDUCATION**
B.S. University of Southern California

HANS SCHOLLHAMMER
*Professor Emeritus*
Phone: (310) 825-3045
hans.schollhammer@anderson.ucla.edu

**AREAS OF EXPERTISE**
*Entrepreneurship*
*Multinational Companies*

**BACKGROUND/EDUCATION**
D.B.A. Indiana University
EDUARDO SCHWARTZ
Distinguished Professor, California Chair in Real Estate and Land Economics and Professor of Finance
Phone: (310) 825-2873
eduardo.schwartz@anderson.ucla.edu

AREAS OF EXPERTISE
Financial Markets
Natural Resources Investments
Real Options Approach to Valuation

BACKGROUND/EDUCATION
Ph.D. University of British Columbia

JENESSA SHAPIRO
Associate Professor
Phone: (310) 825-7770
jenessa.shapiro@anderson.ucla.edu

AREAS OF EXPERTISE
Behavioral Science
Diversity
Stereotyping and Discrimination

BACKGROUND/EDUCATION
Ph.D. Arizona State University

MARGARET SHIH
Professor, Senior Associate Dean of the Fully Employed MBA Program
Phone: (310) 825-2527
margaret.shih@anderson.ucla.edu

AREAS OF EXPERTISE
Consumer Behavior
Human Resources
Organizational Behavior

BACKGROUND/EDUCATION
Ph.D. Harvard University
SUZANNE SHU
Assistant Professor
Phone: (310) 825-4818
suzanne.shu@anderson.ucla.edu

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

DAVID SHULMAN
Senior Economist, UCLA Anderson Forecast
Phone: (908) 295-6121
davids5355@aol.com

AREA OF EXPERTISE
Capital Markets
Forecasting
Real Estate

BACKGROUND/EDUCATION
Ph.D. UCLA

JASON SNYDER
Assistant Professor
Phone: (310) 206-3695
jason.snyder@anderson.ucla.edu

AREA OF EXPERTISE
Corporate Social Responsibility
Healthcare
Strategy

BACKGROUND/EDUCATION
Ph.D. UC Berkeley
SANJAY SOOD
Professor, Faculty Director MEMES
Phone: (310) 825-1250
sanjay.sood@anderson.ucla.edu

AREAS OF EXPERTISE
Advertising and Consumer Behavior
Brand Management
Marketing Management

BACKGROUND/EDUCATION
Ph.D. Stanford University

ROBERT SPICH
Senior Lecturer, Faculty Director, Center for International Business Education and Research
Phone: (310) 206-6461
robert.spich@anderson.ucla.edu

AREAS OF EXPERTISE
Globalization Trends
Negotiations

BACKGROUND/EDUCATION
Ph.D. University of Washington

STEPHEN SPILLER
Assistant Professor
Phone: (310) 206-4879
stephen.spiller@anderson.ucla.edu

AREAS OF EXPERTISE
Consumer Behavior
Marketing

BACKGROUND/EDUCATION
Ph.D. Duke University
**JIM STENGEL**  
Adjunct Professor  
james.stengel@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Branding  
Leadership  
Marketing  

**BACKGROUND/EDUCATION**  
M.B.A. Pennsylvania State University

---

**AVANIDHAR (SUBRA) SUBRAHMANYAM**  
Distinguished Professor, Goldyne and Irwin Hearsh Chair in Money and Banking  
Phone: (310) 825-5355  
subra@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Financial Markets  
Stock Market  

**BACKGROUND/EDUCATION**  
Ph.D. UCLA

---

**ERIC SUSSMAN**  
Senior Lecturer  
Phone: (310) 825-3564  
eric.sussman@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Financial Statement Analysis  
Fraud Detection  
Personal Finance  
Real Estate  

**BACKGROUND/EDUCATION**  
M.B.A. Stanford University
E. B. SWANSON
Professor Emeritus
Phone: (310) 825-3654
burt.swanson@anderson.ucla.edu

AREAS OF EXPERTISE
Business Innovation
Enterprise Systems
Information Technology

BACKGROUND/EDUCATION
Ph.D. UC Berkeley

VICTOR TABBUSH
Adjunct Professor Emeritus
Phone: (310) 825-9169
victor.tabbush@anderson.ucla.edu

AREAS OF EXPERTISE
Employment
Healthcare Policy

BACKGROUND/EDUCATION
Ph.D. UCLA

CHRISTOPHER TANG
Distinguished Professor, Edward W. Carter Chair in Business Administration
Phone: (310) 825-4203
chris.tang@anderson.ucla.edu

AREAS OF EXPERTISE
Asia
Off-shoring
Outsourcing
Pricing
Retailing
Supply Chain Management

BACKGROUND/EDUCATION
Ph.D. Yale University
ANDRES TERECH  
Adjunct Assistant Professor of Marketing  
Phone: (310) 206-4170  
andres.terech@anderson.ucla.edu  

AREAS OF EXPERTISE  
Consumer Behavior  
Franchising  
Marketing  
Pricing  
Retailing  

BACKGROUND/EDUCATION  
Ph.D. UCLA Anderson School of Management

BRETT TRUEMAN  
Professor, Area Chair  
Phone: (310) 825-4720  
brett.trueman@anderson.ucla.edu  

AREAS OF EXPERTISE  
Performance of Security Analysts  
Stock Market  

BACKGROUND/EDUCATION  
Ph.D. Columbia University

JOHN ULLMEN  
Continuing Lecturer  
Phone: (310) 444-3915  
john.ullmen@anderson.ucla.edu  

AREAS OF EXPERTISE  
Influence  
Communication  
Conflict Management  
Leadership  

BACKGROUND/EDUCATION  
Ph.D. UCLA
MIGUEL UNZUETA  
*Associate Professor*  
Phone: (310) 893-0097  
miguel.unzueta@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Behavioral Science  
Racial/Ethnic Identity  
Social Inequality  

**BACKGROUND/EDUCATION**  
Ph.D. Stanford University  

---

NICO VOIGTLANDER  
*Assistant Professor*  
Phone: (310) 794-6382  
nico.v@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Global Economics  
Political Economy  

**BACKGROUND/EDUCATION**  
Ph.D. Universitat Pompeu Fabra (Spain)  

---

ROMAIN WACZIARG  
*Professor, Area Chair*  
Phone: (310) 825-4507  
wacziarg@anderson.ucla.edu  

**AREAS OF EXPERTISE**  
Global Macroeconomics  
International Trade and Finance  
Political Economy  

**BACKGROUND/EDUCATION**  
Ph.D. Harvard University
IVO WELCH  
*Distinguished Professor, J. Fred Weston Professor of Finance, Director of the Fink Center*  
Phone: (310) 825-2508  
ivo.welch@anderson.ucla.edu

**AREAS OF EXPERTISE**  
- Asset Pricing  
- Computer Science  
- Corporate Finance/Valuation  
- Entrepreneurship  
- Finance  
- Inflation  
- Internet  
- Technology  
- Venture Capital

**BACKGROUND/EDUCATION**  
Ph.D. University of Chicago

---

THOMAS S. WURSTER  
*Adjunct Professor*  
Phone: (310) 825-9169  
thomas.wurster@anderson.ucla.edu

**AREAS OF EXPERTISE**  
- Economics  
- Media  
- Strategic Transformation  
- Strategy  
- Technology

**BACKGROUND/EDUCATION**  
Ph.D., Yale University
MAIA YOUNG  
Associate Professor  
Phone: (310) 825-8358  
maia.young@anderson.ucla.edu  

AREAS OF EXPERTISE  
Leadership  
Organizational Behavior  

BACKGROUND/EDUCATION  
Ph.D. Stanford University  

WILLIAM YU  
Economist  
Phone: (310) 825-7805  
william.yu@anderson.ucla.edu  

AREAS OF EXPERTISE  
China  
Forecasting  
Human Capital  
Los Angeles Economy  

BACKGROUND/EDUCATION  
Ph.D. University of Washington  

ROBERT ZEITHAMMER  
Associate Professor  
Phone: (310) 825-1862  
robert.zeithammer@anderson.ucla.edu  

AREAS OF EXPERTISE  
Alternative Pricing Mechanisms  
Auctions  
Conjoint Surveys  
Pricing  

BACKGROUND/EDUCATION  
Ph.D. MIT
SHI (SHIR) ZHANG
Associate Professor
Phone: (310) 794-6475
shi.zhang@anderson.ucla.edu

AREAS OF EXPERTISE
Advertising
Branding
China
Consumer Behavior
Global Marketing
Market Entry
Social Media

BACKGROUND/EDUCATION
Ph.D. Columbia University