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## **ACADEMIC POSITIONS**

2001-present Asst. Professor, Anderson Graduate School of Management, UCLA  
1998-2001 Asst. Professor, Jones Graduate School of Management, Rice University

## **EDUCATION**

1999 Stanford University, Graduate School of Business  
Ph.D. in Marketing

1992 Northwestern University, Kellogg Graduate School of Management  
MBA

1987 University of Illinois at Urbana-Champaign  
B.S. Electrical Engineering, (Graduated with Honors)

## **HONORS, AWARDS AND GRANTS**

MSI Young Marketing Scholar, 2003  
MSI Research Grant, 2002, 1999  
Jones School Student Mentoring Award, (Rice) 2000  
Jones School Teaching Award, (Rice) 1999  
Jones School Student Mentoring Award, (Rice) 1999  
NSF Instrumentation Grant, 1999  
AMA Doctoral Consortium Representative, Stanford University, 1997

## **PUBLICATIONS**

S. Sood, Y. Rottentreich, and L. Brenner (forthcoming, 2004) "On Decisions That Lead to Decisions," *Journal of Consumer Research*.

Keller, K. and S. Sood (forthcoming, 2003), "Brand Equity Dilution: Your Brand May Be Less Vulnerable Than You Think," *Sloan Management Review*.

Zhang, S. and S. Sood (2002), "Deep and Surface Cues: Brand Extension Evaluations by Children and Adults," *Journal of Consumer Research*, v29, n1, p. 129-141.

Keller, K. and S. Sood (2001), "The Ten Commandments of Global Branding," *Asian Journal of Marketing*, 8 (2), p. 97-108.

Bridges, S., Keller, K., and S. Sood (2000), "Communication Strategies for Brand Extensions: Enhancing Perceived Fit by Establishing Explanatory Links," *Journal of Advertising*, v29, n4, p.1-11.

Kirmani, A., S. Sood, and S. Bridges (1999), "The Ownership Effect in Consumer Responses to Brand Line Stretches," *Journal of Marketing*, v63, n1, p. 88-101.

Rottenreich, Y., L. Brenner and S. Sood (1999), "Similarity Between Hypotheses and Evidence," *Cognitive Psychology*, v38, n1, p. 110-128.

Brenner, L., Y. Rottenstreich and S. Sood (1999), "Comparison, Grouping, and Preference," *Psychological Science*, v10, n3, p. 225-229.

### **RESEARCH UNDER REVIEW**

"The Effects Of Trivial Features And Types Of Comparisons On Choice Deferral," with Shi Zhang, revising for resubmission to *Journal of Marketing Research*.

"The Effects of Branding Strategies and Product Experience on Brand Evaluations" with Kevin Lane Keller, revising for resubmission to *Journal of Marketing*.

"On Self Referencing Differences in Judgment and Choice," with Mark Forehand, under review at *Organizational Behavior and Human Decision Processes*.

### **SELECTED RESEARCH IN PROGRESS**

"Competitive Anticipation in Marketing Decision Making"

"Generated and Selected Preferences," with Lyle Brenner and Yuval Rottenstreich.

"On Sensitivity to Losses and Sensitivity to Negative Changes," with Lyle Brenner and Yuval Rottenstreich.

### **SELECTED CONFERENCE PRESENTATIONS**

"The Effects Of Trivial Features And Types Of Comparisons On Choice Deferral," Young Scholars Conference (March 2003)

"Generated and Selected Preferences," Association of Consumer Research Conference (October 2001; May 2002)

“Differences Between Children and Adults in Brand Extension Evaluations: The Roles of Category Similarity and Rhyming Names,” Association of Consumer Research Conference (October 2000).

“Option Information as a Determinant of Choice Deferral,” Marketing Science Conference (June 2000)

“Thoughtful Choices and Heuristic Ratings,” Association of Consumer Research Conference (October 1999)

“Grouping and Consumer Choice,” Association of Consumer Research Conference (October 1999)

“Comparison, Grouping and Preference,” Subjective Probability, Utility and Decision Making (SPUDM) Conference, (August 1999)

“Competitive Anticipation in Marketing Decision Making,” Conference on Competition, University of Mainz, (June 1999)

### **TEACHING INTERESTS**

Marketing Management, Brand Management, Advertising, Consumer Behavior

### **TEACHING PUBLICATIONS**

“Sears Roebuck and Company” Harvard Business School Case M278.

“California Milk Processor Board: Gotmilk?,” in *Strategic Brand Management*, Kevin Lane Keller, Prentice Hall.

“Nike International,” in *Strategic Brand Management*, Kevin Lane Keller, Prentice Hall.

### **SERVICE**

Ad-hoc Reviewer for *Journal of Marketing Research*, *Journal of Consumer Research*  
Assistant Director, Behavioral Research Lab, UCLA  
Faculty Liaison, MBA Marketing Club, UCLA  
Co-sponsor, MBA Marketing Club, Rice University