

## **SANJAY SOOD**

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### **ACADEMIC POSITIONS**

2006-present Associate Professor, UCLA Anderson Graduate School of Management  
2007-present Faculty Director, Entertainment and Media Management Institute  
2001-2006 Asst. Professor, UCLA Anderson Graduate School of Management  
1998-2001 Asst. Professor, Jones Graduate School of Management, Rice University

### **EDUCATION**

1999 Stanford University, Graduate School of Business  
Ph.D. in Business (Marketing area)  
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**

UCLA Anderson Niedorf Decade Teaching Award, 2010  
UCLA Anderson Citibank Teaching Award, 2005  
UCLA Entertainment Institute Research Grant, 2004  
Marketing Science Institute Young Marketing Scholar, 2003  
Marketing Science Institute Research Grant, 2002, 1999  
Jones School Student Mentoring Award, (Rice) 2000,1999  
Jones School Teaching Award, (Rice) 1999  
National Science Foundation Instrumentation Grant (Rice), 1999  
AMA Doctoral Consortium Representative (Stanford), 1997

### **PUBLICATIONS**

Moody, H.R. and Sood, S. (2010), "Age Branding" in Drolet, A., Schwarz, N. and C. Yoon (eds), *The Aging Consumer: Perspectives From Psychology and Economics*, part of Marketing and Consumer Psychology Series, USA.

Sood, S. and S. Zhang (2008), "The Role of Brand Naming in Branding Strategies: Insights and Opportunities" in Schmitt, B.H. And D.L. Rogers (eds), *Handbook on Brand and Experience Management*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar.

L. Brenner, Y. Rottenstreich, Sood, S., and B. Bilgin (2007), "On the Psychology of Loss Aversion: Possession, Valence, and Reversals of the Endowment Effect," *Journal of Consumer Research*.

Y. Rottenstreich, Sood, S., and L. Brenner (2007), "Feeling and Thinking in Memory-Based versus Stimulus-Based Choices," *Journal of Consumer Research*.

Sood, S., and X. Dreze (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*.

Sood, S. and M. Forehand (2005), "On Self Referencing Differences in Judgment and Choice," *Organizational Behavior and Human Decision Processes*, v98, n2, p. 144-154.

Sood, S., Y. Rottenstreich, and L. Brenner (2004), "On Decisions that Lead to Decisions: Direct and Derived Evaluations of Preference," *Journal of Consumer Research*, v31, n1, p. 17-25.

Keller, K. and S. Sood (2003), "Brand Equity Dilution: Your Brand May Be Less Vulnerable Than You Think," *Sloan Management Review*, v45, n1, p. 12-15.

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.

Rottenstreich, 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 Branding Strategies and Product Experience on Brand Evaluations" with K. Keller, revising for third round resubmission to *Journal of Marketing Research*.

“The Effects Of Trivial Features And Types Of Comparisons On Choice Deferral,” with S. Zhang, revising for third round resubmission to *Journal of Marketing Research*.

“Self Affirmation Through the Choice of High Design” with C. Townsend, revising for resubmission to *Journal of Consumer Research*.

“The Impact of Product Design on Choice: A Dual Processing Perspective” with C. Townsend, under review at *Journal of Consumer Research*.

### **SELECTED RESEARCH IN PROGRESS**

“Competitive Anticipation in Marketing Decision Making”

“Protected Values are not Protected from Anchoring and Adjustment,” with C. Trepel.

### **SELECTED PRESENTATIONS**

“The Impact of Product Design on Choice,” Harvard Business School Marketing Seminar (March 2008)

“Anchoring and Adjustment of Protected Values,” Columbia School of Business Marketing Seminar (May 2007)

“Feeling and Thinking in Memory-Based versus Stimulus-Based Choices,” Johnson School, Cornell University Marketing Seminar (March 2006)

“The Effects of Comparison in Consumer Choice,” Vanderbilt University Marketing Seminar (January 2006)

“The Effects Of Trivial Features And Types Of Comparisons On Choice Deferral,” Stanford University Marketing Seminar (January 2005)

“On Decisions that Lead to Decisions: Direct and Derived Evaluations of Preference,” Wharton School Marketing Seminar (April 2004)

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

### **TEACHING INTERESTS**

Marketing Management, Brand Management, Entertainment Marketing, Advertising

### **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**

### Non-UCLA:

Associate editor: *Journal of Consumer Psychology*

Editorial Review board: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*

Ad hoc-Reviewer: *Marketing Science*, *Psychological Science*, *Organizational Behavior and Human Decision Processing*, *Journal of Interactive Marketing*, *Journal of Retailing*, *California Management Review*

### UCLA:

Faculty Director, UCLA Entertainment and Media Management Institute (2007-present)

Faculty Director, UCLA Anderson Behavioral Research Lab (2004-present)

Co-Director, local program, BDRM Conference (2006)

Non-voting member, UCLA Anderson Staffing and Promotion Committee (2003-2004)

Member, UCLA Legislative Assembly Committee (2004-2006)

Faculty Coordinator, Behavior Decision Seminar, UCLA BDM sub-group (Winter 2005, Fall 2008, Fall 2009)