



## Sanjay Sood

Associate Professor of Marketing, Faculty  
Director, Behavioral Research Lab and  
Managing Enterprises in Media, Entertainment  
and Sports (MEMES)

<http://www.anderson.ucla.edu/faculty/sanjay.sood/>

Phone: (310) 825-1250

[sanjay.sood@anderson.ucla.edu](mailto:sanjay.sood@anderson.ucla.edu)

Sanjay Sood specializes in research into marketing management, brand management, advertising and consumer behavior. Some of his most recent topics of study include: the effects of branding strategies and product experience on brand evaluations, competitive anticipation in marketing decision-making, and sensitivity to losses and negative changes. Dr. Sood is an ad-hoc reviewer for *Journal of Marketing Research* and *Journal of Consumer Research*. At the Anderson School, Dr. Sood also serves as Faculty Director for the Behavioral Research Lab, an interdisciplinary research laboratory, and Managing Enterprises in Media, Entertainment and Sports (MEMES).

In 2003, Dr. Sood was honored as the MSI Young Marketing Scholar. Prior to joining the faculty at UCLA Anderson in 2001, Dr. Sood was an assistant professor at Jones Graduate School of Management at Rice University. Along with his Ph.D., he also earned a minor in psychology from Stanford University.

At UCLA Anderson, Dr. Sood teaches the core course in marketing to full-time and fully employed MBA students. He also teaches a doctoral seminar on behavioral research in marketing and in executive education programs. In addition, he serves as assistant director of the Behavioral Research Lab.

### **Education**

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

MBA Kellogg Graduate School of Management, 1992, Northwestern University

B.S. Electrical Engineering, with honors 1987, University of Illinois, Urbana-Champaign

### **Interests**

Marketing Management, Brand Management, Advertising, Consumer Behavior