

## Nobel Laureate to Join the Rady School of Management

*Rady School Announces Key Faculty Hires for 2006*

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The Rady School of Management at UC San Diego today announced its key faculty hires for the 2006 academic year. Among the six outstanding new faculty is Dr. Harry Markowitz, the 1990 Nobel Laureate in Economic Sciences. Dr. Markowitz is best known for his pioneering work in investments and portfolio theory. In addition to Dr. Markowitz, the scholars joining the Rady School include recipients of the prestigious National Science Foundation CAREER award, as well as others receiving numerous teaching and research honors.

The new faculty at the Rady School have been recruited from the Wharton School at the University of Pennsylvania, the University of Chicago Graduate School of Business, the College of Management at Georgia Institute of Technology and the Paul Merage School of Business at UC Irvine.

"UC San Diego is home to several Nobel Laureates, allowing our students access to some of the best and brightest minds in economics, chemistry and medicine," said Chancellor Marye Anne Fox. "Dr. Markowitz will be a great addition to the Rady School, especially teaching the very subject for which he won the Nobel Prize."

The Rady School of Management is committed to recruiting only the best and brightest faculty," said Rady School Dean Robert S. Sullivan. "Our faculty will define the school and help us to achieve excellence in all that we do."

In addition to Professor Harry Markowitz, the new faculty joining the Rady School include:

**David Bell, professor of marketing** Education: Ph.D. in business from Stanford University Prior position: Tenured associate professor at the Wharton School at the University of Pennsylvania Research interests: Price setting, price dispersion, empirical generalizations, space-time diffusion and social contagion

**Uri Gneezy, professor of management/strategy** Education: Ph.D. in economics from Tilburg University Prior position: Associate professor at the University of Chicago Graduate School of Business Research interests: Behavioral economics approach to studying incentives, decision making, discrimination, negotiation and gender differences

**Kevin Zhu, associate professor of operations** Education: Ph.D. in management science and engineering from Stanford University Prior position: Assistant professor at the Paul Merage School of Business at UC Irvine Research interests: IT and operations management

**Sanjiv Erat, assistant professor of operations** Education: Ph.D. in operations management from Georgia Institute of Technology Prior position: Operations management instructor at Georgia Tech; software design engineer for Microsoft and Texas Instruments Research interests: New product development and technology management

**Ayelet Gneezy, assistant professor of marketing** (will join Rady in July 2007) Education: Ph.D. in marketing from the University of Chicago (expected January 2007) Prior position: marketing executive Research interests: Consumers' suspicion, social judgments, ulterior motives and (un)fairness

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