

COLLEGE OF BUSINESS NEW FACULTY APPOINTMENTS FALL 2012



Message from
The Provost



Message from
The Dean

College of Business Office of Student Services

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I am pleased to see the stellar new faculty who are joining the College of Business. They were attracted to Stony Brook's excellence as a public research university and the University's strong support for business education. Our more than 1,000 undergraduate majors and 330 MBA students will benefit from their exciting research and dynamic teaching. I am committed to the continued development of the College, and I look forward to the contributions these new faculty will make to education, research and economic development.

Dennis N. Assanis
Provost and Senior Vice President for Academic Affairs

I am honored to welcome to the Stony Brook University College of Business a remarkable group of new faculty members from a variety of disciplines, accomplishments and experiences. I am confident that they will strengthen the College of Business as it continues to grow. Their arrival signifies a time of development and change for the College, in which we are seeing exciting new concentrations offered, a renewed focus on research and increased opportunities for students to become involved in economic development initiatives.

The College of Business is young, started in 2004, and we've enjoyed an extraordinary upward trajectory in both student and faculty growth. We've seen great success in the programs offered to our students and in the academic level of students entering our programs.

I hope you will be impressed and energized when you read the biographies of these outstanding educators and scholars in the pages that follow. They have studied and taught at a variety of distinguished institutions around the country and the globe, including Boston University; Karlsruhe Institute of Technology; Lomonosov University; Michigan State University; Purdue University; Steklov Mathematical Institute; Tulane University; University of California, Santa Barbara; University of Colorado; University of Michigan; University of Rochester and the University of Virginia.

Welcome!

Manuel London, Dean of the College of Business





Svetlozar (Zari) Rachev
Professor, Finance

PhD, 1979, Mathematics, Lomonosov Moscow State University, Russia
Doctor of Science, 1986, Physics and Mathematics, Steklov Mathematical Institute, Russia
MS, 1974, Mathematics, Sofia University, Bulgaria

Zari Rachev is one of the world's foremost authorities on the application of heavy-tailed distributions in finance. His 30 years of research culminated in three recently awarded patents at FinAnalytica, where he serves as chief scientist. He was a co-founder and president of Bravo Risk Management Group and originator of the Cognity methodology, which was acquired by FinAnalytica. In addition to his chair-professorship at Karlsruhe Institute of Technology in Germany, he is professor emeritus at the University of California, Santa Barbara, in the Department of Statistics and Applied Probability. Rachev is the author of 14 books and more than 300 published articles on finance, econometrics, probability, statistics and actuarial science.



Herbert F. Lewis
Lecturer, Business Analytics

PhD, 1996; MS, 1991, Applied Mathematics and Statistics with a focus on Operations Research, Stony Brook University
BE, 1989, Electrical Engineering and Applied Mathematics and Statistics, Stony Brook University

Since 1997 Herbert F. Lewis has been a faculty member in Stony Brook's College of Business, Department of Technology and Society and Harriman School for Management and Policy. He has published extensively in the area of Data Envelopment Analysis (DEA), a linear programming-based methodology for measuring the relative efficiency of units that consume multiple inputs to produce multiple outputs. His work has contributed to both the DEA methodology and its applications. In addition, Lewis has published papers in the areas of vehicle routing, job scheduling, gene sequencing and educational pedagogy. He has worked as a consultant on various projects for Management Partnership Services Inc., MAXIMUS Inc., the New York State Small Business Development Center and Roche Diagnostic Systems.



Denise Buhrau
Assistant Professor, Marketing

PhD, 2010, Management, Tulane University
BS, 2002, Psychology, Otto Von Guericke University, Germany

Denise Buhrau conducts research on consumer behavior, particularly in the context of health behaviors. She focuses on topics such as planning and goal pursuit, health communication and the role of temporal orientation in decision making. Prior to coming to Stony Brook, Buhrau was an adjunct professor at Tulane University and a visiting adjunct professor at American University. She has taught courses in marketing research and in advertising and brand promotion. Buhrau is working on several manuscripts for professional journals and has presented her research at various conferences.



Peter Caprariello
Assistant Professor, Marketing

PhD, 2012; MA, 2006, Social-Personality Psychology, University of Rochester
BA, 2003, Psychology, Carnegie Mellon University

Peter Caprariello's research intersects money and close interpersonal relationships. He is researching how specifying the relationship context of life experiences versus material possessions affords a more complete understanding of how money can be spent in pursuit of happiness. His dissertation tested whether activating self-centered or other-centered motives for spending money on others influences happiness. He believes that we can develop and extend basic consumer science by better understanding the natural context in which money fundamentally alters and is altered by relevant relationship processes. Prior to coming to Stony Brook, Caprariello was an adjunct instructor at the State University of New York at Geneseo and Nazareth College.



Ting Liu
Assistant Professor, Economics

PhD, 2008; MA, 2005, Economics, Boston University
BA, 2001, Economics with distinction, University of International Business and Economics, China

Ting Liu conducts research in industrial organization, health economics and applied microeconomic theory. Her recent research interests include reputation building in expert markets, durable goods product design and the impact of electronic medical records on physicians' behavior. Prior to joining Stony Brook, she worked as an assistant professor at Michigan State University. Liu has taught courses in strategic behavior in economic environments and in microeconomics. She has published in several journals, including *Economic Theory*, *International Economic Review* and *Pacific Economic Review*, and has made presentations at conferences around the country.



Ethan Pew
Assistant Professor, Marketing

PhD, 2010, Marketing, University of Colorado, Boulder
BBA, 2003, Finance, University of Texas, Austin

Ethan Pew conducts research on consumer behavior, particularly in the context of investment decision making. He focuses on topics such as how consumers perceive time and process information when evaluating investment opportunities. Prior to coming to Stony Brook, Pew was a visiting assistant professor of marketing at American University and a visiting professor of management at Purdue University. He has taught courses in brand management, marketing research and consumer behavior. Pew has presented at conferences around the country and has several ongoing research projects.



Noah Smith
Assistant Professor, Finance

PhD, 2012, Economics, University of Michigan
BS, 2003, Physics with distinction, Stanford University

Noah Smith's dissertation concerns expectation formation in financial markets. He spent three years working in Japan, where he still returns periodically to do research. He wrote a job market paper titled "Individual Trader Behavior in Experimental Asset Markets" and is working on another called "Private Information and Overconfidence in Financial Markets: An Experimental Investigation." Smith has taught courses in macroeconomics and has been a panelist for the Institute for New Economic Thinking Task Force. He also writes at the economics blog "Noahpinion."



Yiyi Zhou
Assistant Professor, Economics

PhD, 2012; MA, 2008, Economics, University of Virginia
MA, 2007, Economics, Peking University, China
BA, 2004, Finance, University of International Business and Economics, China

Yiyi Zhou's dissertation, "Bayesian Estimation of a Dynamic Equilibrium Model of Pricing and Entry in Two-Sided Markets: Application to Video Games," concerns the dynamic pricing and entry in the U.S. video game market. She has developed a Bayesian estimation method for dynamic games arising in economics and business areas. Zhou's research interests are in industrial organization, applied econometrics and microeconomics. She has published in *Industrial Economics Research* and *Review of Industrial Economics*, and has made presentations at the University of Virginia and at the China Economic Annual Conference.