

SANDRA C. BARBOSU

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EDUCATION

Rotman School of Management, University of Toronto

Postdoctoral Fellow, Strategy Department (Starting September 2016)

Supervisor: Joshua Gans

Rotman School of Management, University of Toronto, 2016

PhD in Strategic Management (September 2016)

Dissertation title: The Effects of Latent Categories on Performance: Discovery, Identification and Firm Strategy in the Context of the Motion Picture Industry

Committee: Michael Ryall (chair), Anne Bowers, Joshua Gans, Avi Goldfarb, Mitchell Hoffman

University of Rochester, 2010

Bachelor of Arts, Economics (major) and Mathematics (minor)

Certificate in Mathematical Modeling in Political Science and Economics

Certificate in International Relations

RESEARCH

From PhD Dissertation:

"Big Data" on the Big Screen: Revealing latent similarity among movies and its effect on box office performance (*working paper*)

Uncovering Latent Clusters and Consumer Preferences Leading to their Formation (*working paper*)

Exploring Heterogeneity in Movie Studio Strategy Regarding Category-Spanning (*work in progress*)

Other Work:

The Puzzle of Crowd-Sourcing Websites (*work in progress, joint with Joshua Gans*)

CONFERENCES

- NBER Summer Institute, Innovation & Economics of Digitization, Boston, MA, July 2016
- Workshop on the Economics of Organizations and Markets, Mississauga, ON, May 2016
- BayesiaLab Conference and BayesiaLab Course, Fairfax, VA, October 2015
- NBER Summer Institute, Boston, MA, July 2015
- NBER Digitization Tutorial, *Stanford University*, Palo Alto, CA, March 2015
- Mallen Motion Picture Economics Conference, *Yale University*, New Haven, CT, November 2014

- Academy of Management Doctoral Consortium, BPS, Philadelphia, PA, August 2014
- Strategy Research Initiative (SRI) PhD Bootcamp, *IESE Business School*, New York, NY, June 2014
- Consortium for Competitiveness and Cooperation (CCC), *Boston University*, Boston, MA, April 2014
- Trans-Atlantic Doctoral Conference, *London Business School*, London, UK, May 2013

AWARDS AND ACHIEVEMENTS

- Doctoral Completion Award, *University of Toronto*, 2015-2016
- Doctoral Fellowship, *University of Toronto*, 2010-2016
- School of Graduate Studies (SGS) Conference Grant, *University of Toronto*, 2013
- “3 Minute Thesis Competition” Finalist, *University of Toronto*, 2015
- “Renaissance Scholarship” Winner (top 2% of admitted students), *University of Rochester*, 2006-2010

ACADEMIC EXPERIENCE

Rotman School of Management, University of Toronto

Instructor

- Strategic Management, Fall 2016 (Bachelor of Commerce)

Research Assistant

- RA for Profs. Matt Mitchell and April Franco, 2013 - 2015
- RA for Prof. Mitchell Hoffman, 2013
- RA for Prof. Avi Goldfarb, 2012
- RA for Prof. Matt Grennan, 2011
- RA for Prof. Joanne Oxley, 2011

Teaching Assistant

- Core Strategy (Rotman MBA, 2014), Profs. Anne Bowers, Christopher Liu and Brian Silverman
- Statistics for Management (Rotman MBA, 2014), Profs. Avi Goldfarb and Brian Silverman
- Network and Digital Market Strategy (Rotman MBA, 2011 - 2015), Prof. Joshua Gans
- Game Theory and Competitive Strategy (Rotman MBA, 2013 - 2015), Prof. Michael Ryall

SERVICE ACTIVITIES

- Team Member, **Creative Destruction Lab**, *Rotman School of Management*, July 2016 - present
- Ad Hoc Reviewer - **Management Science**
- Co-President, **Rotman PhD Students' Association**, *University of Toronto*, 2012-2014
- Founder/Organizer, **Interdepartmental PhD Student Seminar**, *University of Toronto*, 2012-2014
- Social Events Director, **Scuba Diving Club**, *University of Toronto*, 2013-2014
- Chair, Projects & Services Committee, **Students' Association**, *University of Rochester*, 2008-2010
- Senior Journalist, **Campus Times Newspaper**, *University of Rochester*, 2006-2010

NON-ACADEMIC EXPERIENCE

- Strategy Intern, *ClearlySo (Social Investment Online Marketplace)*, London, UK, 2009
- Manager, “*ClearlySo in Romania*” Initiative and Blog, Bucharest/Cluj, Romania, Summer 2009
- Market Research/Finance Intern, *24/7 Mobile Security*, Rochester, NY, 2008
- Business Planning Intern & Interpreter, *General Security*, Cluj, Romania, Summers 2005 - 2006

LANGUAGES

English (fluent), Romanian (fluent), French (intermediate), Spanish (beginner)

SOFTWARE

Stata, R, Latex, Maple, SQL, igraph, BayesiaLab, Microsoft Office, iOS