

SANDRA C. BARBOSU

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EDUCATION

Rotman School of Management, University of Toronto 2016 - present
Postdoctoral Fellow, Strategy
Supervisor: Joshua Gans

Rotman School of Management, University of Toronto 2010 - 2016
PhD, Strategic Management, November 2016

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

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

- *Finalist, Best Dissertation Award, Academy of Management, TIM Division*

- *Finalist, Wiley Blackwell Outstanding Dissertation Award, Academy of Management, BPS Division*

University of Rochester 2006 - 2010
Bachelor of Arts
Economics/Mathematics
Certificates: Mathematical Modeling in Economics; International Relations

RESEARCH INTERESTS

Areas: Strategy, Digitization, Entrepreneurship

RESEARCH

Storm Crowds: Evidence from Zooniverse on Crowd Contribution Design (working paper with Joshua Gans; stage: preparing manuscript for journal submission)

“Big Data” on the Big Screen: Uncovering latent coherence among movies and its effect on box office performance (working paper; stage: preparing manuscript for journal submission by October 2017)

What’s “big data” got to do with it? Implications for firm behavior in US movie industry (working paper; stage: preparing manuscript for journal submission by November 2017)

- *Finalist, William H. Newman Award, Academy of Management*

Exploring heterogeneity in studio movie strategy (work in progress)

An application of the Bayesian Biform Game to Firm Advertising Strategy (working paper)

HONORS, AWARDS AND FELLOWSHIPS

William H. Newman Award Finalist, Academy of Management, 2017
Wiley Blackwell Outstanding Dissertation Award Finalist, Academy of Management BPS, 2017
Best Dissertation Award Finalist, Academy of Management TIM, 2017
Doctoral Completion Award, University of Toronto, 2015-2016
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

PRESENTATIONS

Doctoral Dissertation Competition, Academy of Management BPS Division, 2017
Doctoral Dissertation Competition, Academy of Management TIM Division, 2017
Paper Session: Innovation, Strategy, Competition, Academy of Management TIM Division, 2017
Paper Session: Competition & Markets, Academy of Management BPS Division, 2017
Munich Summer Institute, Digitization & Strategy Session, Bavarian Academy, Munich, May 2017
Mallen Economics of Filmed Entertainment Conference, Yeshiva University, NYC, November 2016
Mallen Economics of Filmed Entertainment Conference, Yale University, November 2014
Consortium for Competitiveness and Cooperation (CCC), Boston University, Boston, MA, April 2014
Trans-Atlantic Doctoral Conference, London Business School, London, UK, May 2013

Invited Seminars: UCL Strategy & Entrepreneurship (October 2015), HEC Paris Strategy & Business Policy (December 2015), University of Maryland Smith School of Business, Logistics, Business and Public Policy (December 2015), Cornell Dyson School of Applied Economics and Management (December 2015), Universitat Pompeu Fabra Economics and Business (January 2016), Duke Strategy (January 2016), IESE Strategic Management (September 2016)

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
AOM Doctoral Consortium, BPS, Philadelphia, PA, August 2014
Strategy Research Initiative (SRI) PhD Bootcamp, IESE Business School, New York, NY, June 2014

ACADEMIC EXPERIENCE

Rotman School of Management, University of Toronto

Instructor

Strategic Management, Bachelor of Commerce, Rotman, Fall 2016 (2 sections, 100 students)

- Teaching Evaluations Overall Score: 4.3/5 (department average: 3.9/5)

Teaching Assistant

Entrepreneurial Strategy (Creative Destruction Lab, 2016-present), Profs. Joshua Gans, Ajay Agrawal

Network and Digital Market Strategy (Rotman MBA, 2011 - 2016), Prof. Joshua Gans

Game Theory and Competitive Strategy (Rotman MBA, 2013 - 2016), Prof. Michael Ryall

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

Research Assistant

Research Assistant for Profs. Matt Mitchell and April Franco, 2013 - 2015

Research Assistant for Prof. Mitchell Hoffman, 2013

Research Assistant for Prof. Avi Goldfarb, 2012

SERVICE ACTIVITIES

Ad Hoc Reviewer: Management Science, Industry and Innovation, 2015 - present

Staff Member, Creative Destruction Lab, Rotman School of Management, July 2016 - present

Co-President, Rotman Doctoral 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

LANGUAGES

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

SOFTWARE

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