



Sankar Sen

Sankar Sen is Professor of Marketing at the Zicklin School of Business, Baruch College, a senior college of the City University of New York. He received his doctorate in Business Administration in 1993 from the Wharton School at the University of Pennsylvania. Prior to Baruch, Sen was Associate Professor at the School of Management, Boston University and Associate Professor and Washburn Research Fellow at the Fox School of Business, Temple University. He is currently a visiting scholar at the Sasin Graduate Institute of Management, Chulalongkorn University, Bangkok, Thailand. Sen's research interests lie at the intersection of consumer decision making, corporate social responsibility and marketing strategy. In particular, he has spent the last several years examining when, how and why consumers and, more recently, other key stakeholders respond to companies' corporate social responsibility and sustainability endeavors. He has lectured extensively on these issues in academic, company and industry forums in North and South America, Europe and Asia, and is currently at work on a book on this topic. Sen's work has appeared in the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Economic Theory, MIT Sloan Management Review, California Management Review, and other publications. His research has been cited in various publications such as the New York Times and BusinessWeek. He serves on the editorial review boards of the Journal of Marketing, Journal of Consumer Psychology, Journal of Public Policy and Marketing, and Corporate Reputation Review.