

“Great business decisions couple the use of models and tools with a deep understanding of the psychology of the person one is dealing with. The foundations of Integrative Thinking involve a thorough understanding of people, context, creativity and the big picture, and Rotman’s ongoing initiatives in this area are beginning to get noticed. I see myself in the business of not only equipping students with business tools, but also with the acumen and ability to select the right tools and create new ones.”

## DILIP SOMAN

Corus Chair in Communication Strategy, and  
Professor of Marketing

A world-renowned researcher in behavioral economics and marketing, Prof. Soman focuses on understanding managerial and consumer psychology, pricing, customer management, consumer savings, spending and investment behaviour, data driven marketing, and how credit cards and payment plans affect spending. He joined Rotman in 2003 after teaching marketing at the Hong Kong University of Science and Technology (HKUST). Prof. Soman teaches several classes in the Rotman MBA program, including the first-year Foundations of Integrative Thinking course. A former marketing and advertising executive, his research has been published widely and he has won numerous honours, including the Society for Consumer Psychology’s Early Career Award in 2004, and the Franklin Prize for Teaching Excellence at HKUST in 2002.

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