

BIKRAM P GHOSH
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Eller College of Management
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Academic Background

PhD in Marketing, 2007, Purdue University
Master of Arts in Economics, 2002, Purdue University

Employment

Professor of Marketing, University of Arizona, August 2025-

Gary Munsinger Chair of Innovation and Entrepreneurship, University of Arizona, August 2025-

Associate Professor of Marketing (with tenure), University of Arizona, August 15- August 2025

Associate Professor of Marketing (with tenure) and Moore School Research Fellow, University of South Carolina, January 2013 – August 15

Assistant Professor of Marketing, University of South Carolina, August 2006 – December 2012

Other

Visiting Associate Professor of Marketing, City University of Hong Kong, October – November 2012 - 14

Visiting Professor, Nanjing University, June-July 2012

Publications

- Bikram Ghosh and Subramanian Balachander, “Competitive Bundling and Counterbundling with Generalist and Specialist Firms,” **Management Science**, 2007, 53(1), 159–168.
- Subramanian Balachander, Bikram Ghosh, and Axel Stock, “Why Bundle Discounts Can Be a Profitable Alternative to Competing on Price Promotions,” **Marketing Science**, 2010, 29(4), 624–638.
- Bikram Ghosh and Axel Stock, “Advertising Effectiveness, Digital Video Recorders, and Product Market Competition,” **Marketing Science**, 2010, 29(4), 639–649.

- Michael R. Galbreth, Bikram Ghosh, and Mikhael Shor, "Social Sharing of Information Goods: Implications for Pricing and Profits," **Marketing Science**, 2012, 31(4), 603–620.
- Michael R. Galbreth and Bikram Ghosh, "Competition and Sustainability: The Impact of Consumer Awareness," **Decision Sciences**, 2013, 44(1), 127–159.
Best paper award, Decision Sciences Journal, 2013.
- Subramanian Balachander and Bikram Ghosh, "Bayesian Estimation of a Simultaneous Probit Model Using Error Augmentation: An Application to Multi-Buying and Churning Behavior," **Quantitative Marketing and Economics**, 2013, 11(4), 437–458.
- Bikram P. Ghosh, Michael R. Galbreth, and Guangzhi Shang, "The Competitive Impact of Targeted Television Advertisements Using DVR Technology," **Decision Sciences**, 2013, 44(5), 951–971.
- Bikram Ghosh and Michael R. Galbreth, "The Impact of Consumer Attentiveness and Search Costs on Firm Quality Disclosure: A Competitive Analysis," **Management Science**, 2013, 59(11), 2604–2621.
- Michael R. Galbreth and Bikram Ghosh, "Competition with Asymmetric Experience Uncertainty," **Decision Sciences**, 2017, 48(5), 990–1012.
- Guangzhi Shang, Bikram P. Ghosh, and Michael R. Galbreth, "Optimal Retail Return Policies with Wardrobing," **Production and Operations Management**, 2017, 26(7), 1315–1332.
- Pelin Pekgün, Michael R. Galbreth, and Bikram P. Ghosh, "How Unequal Perceptions of User Reviews Impact Price Competition," **Decision Sciences**, 2018, 49(2), 250–274.
- Michael R. Galbreth and Bikram Ghosh, "The Effect of Exogenous Product Familiarity on Endogenous Consumer Search," **Quantitative Marketing and Economics**, 2020, 18(2), 195–235.
- Bikram P. Ghosh and Michael R. Galbreth, "The Weight of the Crowd, Social Information Credibility, and Firm Strategy," **Production and Operations Management**, 2023, 32(4), 1079–1095.
- Bikram P. Ghosh and Michael R. Galbreth, "Effect of Search Cost in the Presence of Search Deterring Informative Advertising," **Quantitative Marketing and Economics**, 2023, 21(3), 357–379.
- Ignacio Luri, Hope Jensen Schau, and Bikram Ghosh, "Metaphor-Enabled Marketplace Sentiment Analysis," **Journal of Marketing Research**, 2024, 61(3), 496–516.
- Peng Wang, Bikram Ghosh, and Yong Liu, "Marketing Strategies in Reward-Based Crowdfunding: The Role of Demand Uncertainties," **International Journal of Research in Marketing**, 2024, 41(4), 724–744.
- Peng Wang, Bikram Ghosh, and Yong Liu, "Winning Seats: Contingency Selling in Markets with Limited Capacity and Diverse Preferences," **International Journal of Research in Marketing**, 2025, 42(2), 433–449.

- Bikram Ghosh and Michael R. Galbreth, “Selling to (Ir)rational Consumers When Social Feedback Is Untrustworthy,” **Journal of Economic Behavior & Organization**, Accepted.

Teaching

- Actively participate in Executive education programs – Generative AI leadership Accelerator (multiple iterations of Open Enrollment and Custom Programs).
- Generative Artificial Intelligence and Customer Insights, Master of Business Analytics and Master of Marketing, Spring 2025.
- Digital Transformation and High Impact Leadership, Eller Executive Education, Fall 2023-Present
- Connected Customer Strategy and Digital Transformation, Master of Marketing, Fall 2023- Present
- Connected Customer Strategy, University of Arizona, Professional MBAs (Chandler Arizona), Fall 2020- present.
- Marketing of Innovations, University of Arizona, (Evening Professionals MBA, Tucson and Phoenix); Fall 2018 – Present
- PhD seminar on Marketing Models, University of Arizona; Spring 2016- Present.
- Customer Relationship Management and Datamining, University of Arizona, (MBAs and undergraduates); Fall 2015- Present.
- Marketing Research for Managers, University of Arizona, (Online MBA); Spring 2017-Present

Service

Professional

Department Editor, Marketing/ OM and IS/Marketing Interface, Decision Sciences Journal

Adhoc Reviewer for Marketing Science, Management Science, JMR, Journal of Retailing, Production and Operations Management, Decision Sciences.

Student Thesis/Committees

PhD

- Ashok Kaliyamurthy, 2023 (Oregon State University)
- Tianyu Gu, 2020 (University of Utah).
- Ignacio Luri, 2020 (DePaul University)

- Peng Wang, 2019 (Tianjin University, China)
- Helena Allman, 2013 (University of West Florida)
- Nicholas Pendarvis, 2016 (California State, Los Angeles).
- Guangzhi Shang, Management Science, 2014 (Florida State University)
- Supratim Dasgupta, Economics, 2013.

Service to the University of Arizona

- Chair, EEE Custom Modules on Artificial Intelligence.
- Integrated Taskforce on Integrated Business Engineering Program, 2023-
- Director of Eller MBA technology Innovation committee
- Chair of Master of Business Analytics Hiring committee,
- Member of Eller Undergraduate technology innovation team, 2019
- Co-developed the MSBA Plan of Study, 2019, 2020
- Member of doctoral committee
- Member of MSBA committee, 2022
- Graduate Professional Services Committee, 2022-
- Chair, Career track Promotion committee 2022-23

Service to the University of South Carolina

- Committee member, EIMBA and GMBA (2013-2015)
- Faculty coordinator for University of South Carolina and SAP University Alliances Program (2011-2015)
- Moore School PMBA committee member (2010-2011)
- Member of Moore School Business Analytics taskforce (2013-2015)