

## **Bikram P. Ghosh**

Assistant Professor of Marketing  
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### **Education**

- PhD in Marketing, 2006  
Krannert School of Management, Purdue University,
- Master of Arts in Economics, 2002  
Krannert School of Management, Purdue University,
- Master of Arts in Economics, 1997  
Delhi School of Economics, Delhi University,
- Bachelor of Science in Economics, Statistics and Mathematics, 1995,  
Calcutta University,

### **Previous Employment**

- Research Associate at National Council of Applied Economic Research, New Delhi, India

### **Awards and Honors**

- AMA-Sheth Doctoral Consortium Fellow, 2005
- Presenter at Albert Haring Symposium, Indiana University, 2005
- Certificate for Outstanding Teaching, Krannert School of Management, Purdue University, 2005
- Certificate for Teaching Excellence, Outstanding Graduate Student Instructor, Krannert School of Management, Purdue University, 2004 and 2003
- Visiting Fellow, Department of Economics, University of Michigan, October 1999

## **Research Interests**

Customer Relationship Management, Game Theory, Choice Models

## **Working Papers**

- Ghosh, Bikram P. and S. Balachander (2006), “Strategic Price Competition and Product Bundling”, Forthcoming *Management Science*
- Ghosh, Bikram P. and S. Balachander (2006), “Cross Buying and Customer Churn Behavior”. Under 2<sup>nd</sup> round at Journal of Marketing
- Ghosh, Bikram P. and S. Balachander (2006), “Cross Buying Discount and Customer Switching”. To be submitted to *Marketing Science*

## **Conference Presentations**

- “Strategic Price Competition and Product Bundling”, 2005 Marketing Science Conference, Emory University, Atlanta
- “Competitive Product Strategies and Customer Retention”, 2004 Midwest Marketing Conference, Michigan State University

## **Teaching Interests**

- Marketing Management, Pricing, Customer Relationship Management, Services Marketing, Product Management, Marketing Strategy

## **Teaching Experience**

- Krannert School of Management, Purdue University,  
Marketing Management (for undergraduate); Complete responsibility for course  
Spring 2005, Spring 2004, Fall 2002.
- Krannert School of Management, Purdue University,  
Teaching Assistant for Marketing Strategy (MBA), Marketing Engineering (MBA),  
Price Theory I (PhD, Economics), Advanced Macroeconomic Theory (PhD,  
Economics)
- Moore School of Business, University of South Carolina  
Marketing Management (for undergraduate)

**References:**

Professor. Subramanian Balachander,  
Assistant Professor of Marketing  
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Professor. Manohar Kalwani,  
American United Life Professor of Marketing  
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Professor. James Oakley,  
Assistant Professor of Marketing  
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