

PRADEEP BHARDWAJ
email: pradeep.bhardwaj@ucf.edu
phone: (407) 823 5053

Education

Ph.D. in Marketing (1998)
University of Toronto, Toronto, Canada

Master of Business Administration (Marketing and MSIS, 1993)
Simon Fraser University, Burnaby, British Columbia, Canada

Bachelor of Engineering (Electrical Engineering, 1983)
National Institute of Technology, India

Current Position

- 2014 – **Carl H. Galloway Professor of Marketing**
Associate Professor & Doctoral Program Coordinator, Marketing Department,
College of Business Administration, UCF, Orlando.
- 2011- 2014 **Associate Professor** (*with Tenure*) and **Doctoral Program Coordinator**, Marketing
Department, College of Business Administration, UCF, Orlando.

Previous Position

- 2009- 2011 **BC Innovation Council Chair in Sales & Sales Management** (*permanent Chair*)
Associate Professor (*with Tenure*), Marketing Area, Sauder School of Business, UBC,
Vancouver, Canada
- 2006-2009 **Assistant Professor**, Marketing Area, Kenan-Flagler Business School, UNC, Chapel
Hill
- 1998-2006 **Assistant Professor**, Marketing Area, Anderson Graduate School of Management,
University of California, Los Angeles
- 1995 **Instructor**, Rotman School of Management, University of Toronto, Toronto.
(Fall & Summer)
- 1988-1991 **Senior Manager**, TRIFED, India
- 1983-1988 **Area Sales Manager**, Crompton Greaves Limited, India.

Published Research

All coauthored papers have equal contribution.

- [1] Bala, R., P. Bhardwaj and P. Chintagunta (2017). Product Recalls, Category Effects and Competitor Response. *Marketing Science* (forthcoming).
- [2] Bhardwaj, P. and S. Sajeesh (2016). Strategic Revenue Sharing with Daily Deal Sites: A Competitive Analysis. *Decision Sciences* (forthcoming).
- [3] Chen, Y., P. Bhardwaj, and S. Balasubramanian. (2014). The Strategic Implications of Switching Costs Under Customized Pricing. *Customer Needs and Solutions* 1. 188-199
- [4] Bala, R., P. Bhardwaj and Y. Chen (2013). Offering Pharmaceutical Samples: The Role of Physician Learning and Patient Payment Ability. *Marketing Science*, 32(3), 522-527.

Invited by Editor as a good candidate for *Science-to-Practice* initiative.

- [5] Thomadssen R. and P. Bhardwaj (2011). Cooperation in Games with Forgetfulness. *Management Science*, 57(2), 363-375.
- [6] Bala, R and P. Bhardwaj (2010). Detailing versus Direct-To-Consumer Advertising in the Prescription Pharmaceutical Industry. *Management Science*, 56(1), 148-160.
An abridged version of this paper for practitioners is in *Wiley Encyclopedia of Management*, edited by Professor Sir Cary L Cooper, 2014.
- [7] Bhardwaj, P, Y. Chen and D. Godes (2008). Buyer-Initiated versus Seller-Initiated Information Revelation. *Management Science*, 54 (6), 1104-1114.
- [8] Villanueva, J, P. Bhardwaj, S. Balasubramanian, and Y. Chen (2007). Customer Relationship Management in Competitive Environments: The Positive Implications of a Short-Term Focus. **Lead Article** *Quantitative Marketing and Economics*, 5: 99-129.
- [9] Bhardwaj, P and S. Balasubramanian. (2005). Managing Channel Profits: The Role of Managerial Incentives. *Quantitative Marketing and Economics* (3), 247-279
- [10] Balasubramanian, S. and P. Bhardwaj (2004). When not all conflict is bad: Manufacturing marketing conflict and strategic incentive design. *Management Science* 50(4). 489-502.
- [11] Bhardwaj, P. (2001). Delegating Pricing Decisions. *Marketing Science* 20(2). 143-169

Academic Service

Associate Editor, *Quantitative Marketing and Economics*

Editorial Review Board, *Customer Needs and Solutions*