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## Education

**Doctor of Philosophy**  
Rotman School of Management  
University of Toronto, Toronto, Canada  
**1998**

**Master's in Business Administration**  
Simon Fraser University, Burnaby, British Columbia, Canada  
**1993**

**Bachelor's in Engineering**  
National Institute of Technology, India  
**1983**

## Current Position

**Associate Dean for Faculty, Research and Graduate Programs**  
**Carl H. Galloway Professor of Marketing**  
College of Business  
UCF, Orlando.  
**2024 – present**

## Previous Position

**Chair, Department of Marketing**  
**Carl H. Galloway Professor of Marketing**  
College of Business  
UCF, Orlando.  
**2018 – 2024**

**Carl H. Galloway Professor of Marketing**  
**Associate Professor & Doctoral Program Coordinator,**  
Marketing Department  
College of Business  
UCF, Orlando.  
**2014 – 2018**

**Associate Professor and Doctoral Program Coordinator**

Marketing Department

College of Business

UCF, Orlando.

**2011- 2014**

**BC Innovation Council Chair in Sales & Sales Management**

**Associate Professor (with Tenure)**

Marketing Area

Sauder School of Business

UBC, Vancouver, Canada.

**2009- 2011**

**Assistant Professor**

Marketing Area

Kenan-Flagler Business School

UNC, Chapel Hill

**2006-2009**

**Assistant Professor**

Marketing Area

Anderson Graduate School of Management

University of California, Los Angeles

**1998-2006**

## Published Research

1. Sajeesh, S., A. Singh, and P. Bhardwaj (Forthcoming). Whitelisting versus Advertising-Recovery: Strategies to Overcome Advertising Blocking by Consumers. *European Journal of Operational Research*.
2. Sajeesh, S., A. Singh, and P. Bhardwaj (2022). Optimal Checkout Strategies for Online Retailers. *Journal of Retailing*, 98 (3), 378-394.
3. Banerjee, S., and P. Bhardwaj (2019). Aligning Marketing and Sales in Multi-Channel Marketing: Compensation Design for Online Lead Generation and Offline Sales Conversion. *Journal of Business Research*, 105, 293-305.
4. Bhardwaj, P., P. Chatterjee, K.D. Demir and O. Turut (2018). When and How is Corporate Social Responsibility Profitable? *Journal of Business Research*, 84, 206-219.
5. Bala, R., P. Bhardwaj and P. Chintagunta (2017). Product Recalls, Category Effects and Competitor Response. *Marketing Science*, 36, No. 6, 931-943.

6. Bhardwaj, P. and S. Sajeesh (2016). Strategic Revenue Sharing with Daily Deal Sites: A Competitive Analysis. *Decision Sciences*, 48 (6), 1228-1261.
7. Chen, Y., P. Bhardwaj, and S. Balasubramanian. (2014). The Strategic Implications of Switching Costs Under Customized Pricing. *Customer Needs and Solutions* 1. 188-199
8. 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.
9. Thomadssen R. and P. Bhardwaj (2011). Cooperation in Games with Forgetfulness. *Management Science*, 57(2), 363-375.
10. 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 *forthcoming* in *Wiley Encyclopedia of Management*, 3<sup>rd</sup> edition.
11. Bhardwaj, P, Y. Chen and D. Godes (2008). Buyer-Initiated versus Seller-Initiated Information Revelation. *Management Science*, 54 (6), 1104-1114.
12. 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.
13. Bhardwaj, P and S. Balasubramanian. (2005). Managing Channel Profits: The Role of Managerial Incentives. *Quantitative Marketing and Economics* (3), 247-279
14. 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.
15. Bhardwaj, P. (2001). Delegating Pricing Decisions. *Marketing Science* 20(2). 143-169