

PRADEEP BHARDWAJ

Department of Marketing
College of Business Administration
4336 Scorpius Street
Orlando, FL 32816
407-823-5053
pradeep.bhardwaj@ucf.edu
www.linkedin.com/in/pradeep-bhardwaj1

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

Department Chair

Carl H. Galloway Professor

Department of Marketing
College of Business Administration
University of Central Florida, Orlando, Florida
August 2018- present

PREVIOUS POSITION

Carl H. Galloway Professor of Marketing

Associate Professor & Doctoral Program Coordinator

Department of Marketing
College of Business Administration
University of Central Florida, Orlando, Florida
August 2014 – July 2018

Associate Professor (*with Tenure*) & Doctoral Program Coordinator

Department of Marketing
College of Business Administration
University of Central Florida, Orlando, Florida
August 2011 – August 2014

**BC Innovation Council Chair in Sales & Sales Management
(Endowed Chair), Associate Professor**

Department of Marketing
Sauder School of Business
University of British Columbia, Vancouver, Canada
August 2009 – August 2011

Assistant Professor

Department of Marketing
Kenan-Flagler Business School
University of North Carolina, Chapel Hill
August 2006 - August 2009

Assistant Professor

Department of Marketing
Anderson Graduate School of Management
University of California, Los Angeles
August 1998 – August 2006

SELECTED PUBLICATIONS

12. **Bhardwaj, P.**, P. Chatterjee, K.D. Demir and O. Turut. When and How is Corporate Social Responsibility Profitable? *Journal of Business Research*, 84, 206-219.
11. Bala, R., **P. Bhardwaj** and P. Chintagunta (2017). Product Recalls, Category Effects and Competitor Response. *Marketing Science*, Articles in Advance, pp 1-13.
10. **Bhardwaj, P.** and S. Sajeesh (2016). Strategic Revenue Sharing with Daily Deal Sites: A Competitive Analysis. *Decision Sciences* (forthcoming).
9. 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.
7. 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.
5. **Bhardwaj, P**, Y. Chen and D. Godes (2008). Buyer-Initiated versus Seller-Initiated Information Revelation. *Management Science*, 54 (6), 1104-1114.
4. Villanueva, J, **P. Bhardwaj**, S. Balasubramanian, and Y. Chen (2007). Customer Relationship Management in Competitive Environments: The Positive Implications of a Short-Term Focus. *Quantitative Marketing and Economics*, 5: 99-129.
3. **Bhardwaj, P** and S. Balasubramanian. (2005). Managing Channel Profits: The Role of Managerial Incentives. *Quantitative Marketing and Economics* (3), 247-279.
2. 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.
1. **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*
Editorial Review Board, *Journal of Business Research*