

Faculty Profile

Name: **Tathagata Ghosh**

Designation: Research Scholar

Teaching Areas: Marketing Management

Research Interests: Product Placement

Advergaming

Persuasion

Attitude Change

Education: Ph. D. (Pursuing), IBS Hyderabad, 2010

MBA, Shiva Institute of Management Studies, Ghaziabad,
2007



Professional Experience (6 Years)

1. Since 2010 : IFHE, IBS Hyderabad
2. 2009-2010 : Egon Zehnder Information and Research Services, Gurgaon
3. 2007-2009 : Evalueserve Pvt Limited, Gurgaon
4. 2006 – 2007: Silicon Valley Systech, Gurgaon

Research/Selected Publications

1. Ghosh, T., "Impact of Order of Entry on Firm Performance: Comparison between Service and Manufacturing Firms in an Indian Context," *Romanian Journal of Marketing*, (4), 2011, pp 8-22.