

**Dr. AMIT BHATNAGAR**  
Professor of Marketing  
Director, PhD Program  
Sheldon B. Lubar School of Business  
University of Wisconsin - Milwaukee  
Milwaukee, WI 53201, USA.  
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## **Academic Background**

Ph.D. Marketing (Minor in Econometrics), SUNY Buffalo.  
M.Tech. Aeronautical Engineering, IIT, Kanpur, India.  
B.Tech. Mechanical Engineering, IIT, Kanpur, India.

## **Employment**

### *Permanent Position*

Professor of Marketing & Director, PhD Programs  
Sheldon B. Lubar School of Business  
University of Wisconsin - Milwaukee  
Milwaukee, USA.

### *Visiting Positions*

Visiting Professor of Marketing (2006 - present)  
Athens University of Economics & Business  
Athens, Greece.

Visiting Professor of Marketing (2017)  
Hankuk University of Foreign Studies  
Seoul, South Korea

Visiting Professor of Marketing (2010)  
Narsee Monjee Institute of Management Studies  
Mumbai, India.

## **Non-Profit Board Membership**

Board Member, Asian/Pacific Islander American Chamber of Commerce & Entrepreneurship Foundation, Washington, DC.

Board Member, International Advisory Board, Shri Venkateshwara University, Delhi, India.

## **Industry Experience**

Assistant Engineer, 1987-1989  
VST Industry, Hyderabad, India

Assistant Engineer, 1991-1994  
Oil and Natural Gas Commission, Ahmedabad, India

## **Journal Editorial Board Membership**

*Journal of Business Research*, Senior Associate Editor  
ABDC (Australian Business Dean Council ranking, 2019) Journal Ranking: A  
(2019 ABDC journal rankings available at <https://abdc.edu.au/research/abdc-journal-list/>)

*Journal of Consumer Marketing*, Editorial Board member  
ABDC Journal Ranking: A

*Journal of Services Research* (an Indian journal), Editorial Board member

## **Research**

*Total Google Citations:* 4336 (July 9, 2022)

### *Research Interests*

Internet Marketing  
Mobile Marketing  
Big Data Analytics  
Text Mining and Machine Learning  
Analysis of Social Networking Communities  
Internet of Things  
Healthcare Analytics  
Retailing  
Multidisciplinary Research with Supply Chain, MIS, Healthcare

### *Dissertation*

Title: An Inquiry into the Determinants of Store Assortments, Retail Formats and Patronage Patterns.

Committee Chair: Dr. Brian T. Ratchford, Professor Emeritus of Marketing, University of Texas, Dallas.

Published: *International Journal of Research in Marketing*  
ABDC Journal Ranking: A\*

Total Google citations: 252 (July 9, 2022)

### *Best Conference Paper Awards*

4. "Integrating Product Variety with Respect to Sales and Operational Cost," Presented at the 2013 Academy of Business Research Conference at San Antonio, Texas, USA.
3. "Psychological Determinants of Online Shopping," Presented at the 2008 Summer Global Conference on Business and Finance, Costa Rica.
2. "Segmenting Consumers Based on the Benefits and Risks of Internet Shopping," Presented at the 2004 International Applied Business Research Conference, San Juan, Puerto Rico.
1. "ClickThru Pricing vs Affiliate Pricing - Which One is Better?" Presented at the 2003 International Business & Economics Research Conference, Las Vegas.

### *Research Awards*

9. University of Wisconsin, Lubar School of Business, Dean's Research Fellowship, 2022.
8. University of Wisconsin, Lubar School of Business, Izzet Shahin Research Award, 2021.
7. University of Wisconsin, Lubar School of Business, Dean's Research Fellowship, 2021.
6. University of Wisconsin, Lubar School of Business, Faculty Summer Research Proposal Award-Analytics and Innovation, 2020.
5. University of Wisconsin, Lubar School of Business, Richard and Barbara Weiss Faculty Scholar Award, 2019.
4. University of Wisconsin, Lubar School of Business, Dean's Research Fellowship, 2018.
3. University of Wisconsin, Lubar School of Business, Dean's Research Fellowship, 2015.
2. University of Wisconsin, Lubar School of Business, Dean's Research Fellowship, 2014.
1. University of Wisconsin, School of Business Administration, Business Advisory Council Summer Research Fellowship, 2004.

## Published Papers

39. Bahmani, N., **Bhatnagar, A.**, & Gauri, D. (2022). Hey, Alexa! What attributes of Skills affect firm value? *Journal of the Academy of Marketing Science*, 1-17.  
ABDC Journal Ranking: A\*
38. Gauri, D., Jindal, R., Ratchford, B.T., Fox, E., **Bhatnagar, A.**, Pandey, A., Navallo, J., Fogarty, J., Howerton, E. & Carr, S. (2020). Evolution of retail formats: Past, present and future. *Journal of Retailing*, 97 (1), 42-61  
ABDC Journal Ranking: A\*
37. **Bhatnagar, A.**, & Syam, S. (2020). Countering technology leakage effects with R&D and marketing: A contingency model. *European Journal of International Management*, Forthcoming.
36. Bhadauria, A., **Bhatnagar, A.**, & Ghose, S. (2021). Impact of the Physical Attributes of a Ship on Customer Satisfaction: An Analysis of the Cruise Service Industry. *Services Marketing Quarterly*, Forthcoming.  
ABDC Journal Ranking: B
35. Ravula, P., **Bhatnagar, A.**, & Ghose, S. (2020). Antecedents and consequences of cross-effects: An empirical analysis of omni-coupons. *International Journal of Research in Marketing*, 37(2), 405-420.  
ABDC Journal Ranking: A\*
34. **Bhatnagar, A.**, Sinha, A. P., & Sen, A. (2019). Role of navigational ability in website duration. *European Journal of Marketing*, 53(5), 972-988.  
ABDC Journal Ranking: A\*
33. **Bhatnagar, A.**, & Papatla, P. (2019). Do habits influence the types of information that smartphone shoppers seek? *Journal of Business Research*, 94, 89-98.  
ABDC Journal Ranking: A
32. **Bhatnagar, A.**, Sen, A., & Sinha, A. P. (2017). Providing a window of opportunity for converting eStore visitors. *Information Systems Research*, 28(1), 22-32.  
ABDC Journal Ranking: A\*
- 31 You, Y., **Bhatnagar, A.**, & Ghose, S. (2017). Moderating role of product type in the relationship between e-retailer service attributes and customer satisfaction. *International Journal of Electronic Marketing and Retailing*, 8(4), 316-330.  
ABDC Journal Ranking: C

30. You, Y., **Bhatnagar, A.**, & Ghose, S. (2016). Customer satisfaction with E-Retailers: The role of product type in the relative importance of attributes. *Journal of Internet Commerce*, 15(3), 274-291.  
ABDC Journal Ranking: B
29. **Bhatnagar, A.**, Nikolaeva, R., & Ghose, S. (2016). Online market entry: the motivations for imitation across retailer types. *Managerial and Decision Economics*, 37(3), 151-166.  
ABDC Journal Ranking: B
28. **Bhatnagar, A.**, & Papatla, P. (2016). Increasing online sales by facilitating spillover shopping. *Journal of Retailing and Consumer Services*, 29, 58-69.  
ABDC Journal Ranking: A
27. Nikolaeva, R., **Bhatnagar, A.**, & Ghose, S. (2015). Exploring curvilinearity through fractional polynomials in management research. *Organizational Research Methods*, 18(4), 738-760.  
ABDC Journal Ranking: A\*
26. Syam, S., & **Bhatnagar, A.** (2015). A decision support model for determining the level of product variety with marketing and supply chain considerations. *Journal of Retailing and Consumer Services*, 25, 12-21.  
ABDC Journal Ranking: A
25. **Bhatnagar, A.**, Syam, S. (2014). Allocating a hybrid retailer's assortment across retail stores: bricks-and-mortar vs online. *Journal of Business Research*, 67(6), 1293 - 1302.  
ABDC Journal Ranking: A
24. Bhadauria, A., **Bhatnagar, A.**, & Ghose, S. (2014). Demographic Segmentation of the Cruise Industry. *Global Journal of Management and Business Research*, 14(3), 23-31.
23. Ghosh, H., & **Bhatnagar, A.** (2013). On measuring and increasing the effectiveness of banner advertising. *MIS Review*, 19(1), 25-44.
22. Bhadauria, A., **Bhatnagar, A.**, & Ghose, S. (2014). Role of Geography in the Relative Salience of the Antecedents of Cruise Passengers' Satisfaction. *International Journal of Marketing Studies*, 6(2), 46-57.
21. Chiravuri, A., **Bhatnagar, A.**, & Ghose, S. (2012). Role of flow in online store loyalty. *Innovative Marketing*, 8(3), 1-10.
20. Park, I., **Bhatnagar, A.**, & Rao, H. R. (2010). Assurance seals, on-line customer satisfaction, and repurchase intention. *International Journal of Electronic Commerce*, 14(3), 11-34.

ABDC Journal Ranking: A

19. Syam, S., & **Bhatnagar, A.** (2010). A decision model for e-commerce-enabled partial market exit. *Journal of Retailing*, 86(4), 401-413.  
ABDC Journal Ranking: A\*
18. **Bhatnagar, A.**, Ghose, S., & Lachwani, V. (2009). Role of Internet Penetration Rate on the Determinants of Website Traffic in Asian Countries. *International Journal of Global Management Studies*, 1(1), March, 68-77.
17. Gauri, D. K., **Bhatnagar, A.**, & Rao, H. R. (2008). Role of word of mouth in online store loyalty. *Communications of ACM*, 51(3), 89-91.  
ABDC Journal Ranking: A
16. **Bhatnagar, A.** (2008). Product choice for international web-based SMEs. *International Journal of Internet Marketing and Advertising*, 4(2-3), 145-155.  
ABDC Journal Ranking: C
15. Yan, R., & **Bhatnagar, A.** (2008). Product choice strategy for online retailers. *International Journal of E-Business Research*, 4(1), 22-39.
14. **Bhatnagar, A.** (2007). Do determinants of online shopping differ for personal shoppers and professional shoppers? *EuroMed Journal of Business*, 2(1), 87-102.  
ABDC Journal Ranking: C
13. Yan, R., Ghose, S., & **Bhatnagar, A.** (2006). Cooperative advertising in a dual channel supply chain. *International Journal of Electronic Marketing and Retailing*, 1(2), 99-114.  
ABDC Journal Ranking: C
12. Ghose, S., Liu, J. J., **Bhatnagar, A.**, & Kurata, H. (2005). Modeling the role of retail price formats, and retailer competition types on production schedule strategy. *European Journal of Operational Research*, 164(1), 173-184.  
ABDC Journal Ranking: A\*
11. Chiravuri, A., **Bhatnagar, A.**, & Ghose, S. (2004). Priority of Online Retail Firms: Economic Utility or Flow. *Asian Journal of Marketing*, 10(1), 59-70.  
ABDC Journal Ranking: C
10. **Bhatnagar, A.**, & Ghose, S. (2004). Online information search termination patterns across product categories and consumer demographics. *Journal of Retailing*, 80(3), 221-228.  
ABDC Journal Ranking: A\*

9. **Bhatnagar, A.** (2004). Product assortment choice for independent Web-based call service centers. *Journal of Services Marketing*, 18(3), 224-234.  
ABDC Journal Ranking: A
8. **Bhatnagar, A., & Ratchford, B. T.** (2004). A model of retail format competition for non-durable goods. *International Journal of Research in Marketing*, 21(1), 39-59.  
ABDC Journal Ranking: A\*
7. **Bhatnagar, A., & Ghose, S.** (2004). An analysis of frequency and duration of search on the Internet. *Journal of Business*, 77(2), 311-330.
6. **Bhatnagar, A., & Ghose, S.** (2004). Segmenting consumers based on the benefits and risks of Internet shopping. *Journal of Business Research*, 57(12), 1352-1360.  
ABDC Journal Ranking: A
5. **Bhatnagar, A., & Ghose, S.** (2004). A latent class segmentation analysis of e-shoppers. *Journal of Business Research*, 57(7), 758-767.  
ABDC Journal Ranking: A
4. Papatla, P., & **Bhatnagar, A.** (2002). Choosing the right mix of on-line affiliates: How do you select the best? *Journal of Advertising*, 31(3), 69-81.  
ABDC Journal Ranking: A
3. Papatla, P., & **Bhatnagar, A.** (2002). Shopping style segmentation of consumers. *Marketing Letters*, 13(2), 91-106.  
ABDC Journal Ranking: A
2. **Bhatnagar, A., & Papatla, P.** (2001). Identifying locations for targeted advertising on the Internet. *International Journal of Electronic Commerce*, 5(3), 23-44.  
ABDC Journal Ranking: A
1. **Bhatnagar, A., Misra, S., & Rao, H. R.** (2000). On risk, convenience, and Internet shopping behavior. *Communications of the ACM*, 43(11), 98-105.  
ABDC Journal Ranking: A

*Papers under Review*

6. Ravula, P., **Bhatnagar, A., & Jha, S.** (2020), "Comparing the effectiveness of recommendation agents across devices," 1-45. Under second round of revision at the *Journal of Retailing*.  
ABDC Journal Ranking: A\*
5. **Bhatnagar, A., De, P., Sinha, A.P., & Sen, A.** (2020), "Exploring the Interaction Between Type of Search and Competition for Attention: An

Empirical Study of Four Online Advertising Tools," 1-38. Under second round of revision at the *Journal of Management Information Systems*  
ABDC Journal Ranking: A\*

4. **Bhatnagar, A.**, Sinha, A.P., & Sen, A. (2020), "Predicting Hospital Readmission Probability Using a Multiple-Spell Hazard Model," 1-29.
3. **Bhatnagar, A.**, & Papatla, P. (2020), "Is There Any Spillover of Likability Across Media and Executions," 1-49.
2. Jeong, Y., **Bhatnagar, A.**, & Ghose, S. (2020), "Is Incentivizing Online Reviews a Good Business Strategy?" 1-43.
1. Bahmani, N., & **Bhatnagar, A.** (2020), "Antecedents of consumers' mobile shopping expenditures: an empirical study," 1-37.

#### *Book Chapter*

Papatla, Purushottam and **Bhatnagar, A.** (2005), "Category-Based Selection of Online Affiliates" in *Advertising, promotion and new media*, Marla R. Stafford and Ronald J. Faber, Editors, 237-259, M. E. Sharpe, New York.

#### *NSF Workshops Attended*

International Workshop on Random Utility Models. Participation was sponsored by the (NSF) National Science Foundation (Decision, Risk and Management Sciences Program SBR-9818756).

#### *Sessions Chaired at Professional Meets*

Track Chair (Marketing Analytics) at the Academy of Marketing Science Conference, Orlando, May 2016.  
Chaired a session at the Marketing Science Conference at INSEAD, France, 1998.  
Chaired a session at the Marketing Science Conference at Syracuse, New York, 1999.

#### *Research Grants Received*

Research Grant of \$359,173 provided by the Medical College of Wisconsin.  
*Effect of Mass Communication on Veteran Suicide Prevention: Help Seeking & Firearm Safety Behaviors.* Joint project with Veteran Administration, Medical College of Wisconsin and War Memorial Center, Milwaukee.

Second prize of the E-Commerce Research Grant Competition organized by the RBC Financial Group Chair of Electronic Commerce, HEC Montreal, Canada, 2006.



Course Enhancement Grant from Centre for International Education, UWM, 2007.

Faculty Development Grant, M&I Marshall & Ilsley Center for Business Ethics, Lubar School of Business, UWM, 2007.

University of Wisconsin, School of Business Administration, Research Mini-grant, 2008-09.

University of Wisconsin, School of Business Administration, Research Mini-grant, 2009-10.

University of Wisconsin, CIE/OUR Undergraduate Research Travel Award, 2010.

*Statistical Methods Expertise*

Multiple Linear Regression, Time Series Analysis, Artificial Neural Network, Multinomial Logit/Probit Model, Simultaneous Equations, Hazard Functions, Panel Analysis, Bayesian Analysis.

*Software Expertise*

R, SAS, SPSS, Limdep, Lisrel, AMOS, Gauss, WinBugs

## Teaching

### *Teaching Awards*

- Gold Star Teaching award for Graduate teaching, 2018
- Gold Star Teaching award for Undergraduate teaching, 2016
- Gold Star Teaching award for Undergraduate teaching, 2015
- Gold Star Teaching award for Undergraduate teaching, 2012
- Gold Star Teaching award for Undergraduate teaching, 2010

### *Teaching Experience*

1. University of Wisconsin, Milwaukee, USA
2. State University of New York at Buffalo, USA
3. Athens University of Economics and Business, Athens, Greece
4. Hankuk University, Seoul, S. Korea
5. Narsee Monjee Institute of Management Studies, Mumbai, India

### *Marketing Courses Taught*

Principles of Marketing (Scholars)	Undergraduate Course
Database Marketing	Undergraduate Course
Internet Marketing	Undergraduate Course
International Marketing	Graduate Course
Marketing Analysis	Graduate Course
Marketing Models	Graduate Course
Principles of Internet Marketing	Graduate Course
Study Abroad Course	Undergraduate/Graduate
Choice Models	Doctoral Course
Bayesian Modeling	Doctoral Course
Internet Marketing	Doctoral Course

### *Study Abroad Courses Taught*

1. London (UK) & Dublin (Ireland) 2009
2. London (UK) & Madrid (Spain) 2010
3. London (UK), Brussels (Belgium) & Amsterdam (Netherlands) 2011
4. Berlin (Germany), Prague (Czechia), Vienna (Austria), Budapest (Hungary) 2012
5. Munich (Germany) & Zurich, Lucerne, Geneva (Switzerland) 2013
6. Berlin (Germany) & Madrid (Spain) 2014
7. Budapest (Hungary), Zagreb (Croatia), Ljubljana (Slovenia), Salzburg (Austria) & Munich (Germany) 2015
8. Lisbon (Portugal), Seville (Spain), Marrakech, Casablanca (Morocco) 2016
9. Cologne (Germany), Amsterdam (Netherlands) & Reykjavik (Iceland) 2017
10. Sydney, Cairns (Australia) 2018
11. Tallinn (Estonia), Helsinki (Finland) & St. Petersburg (Russia) 2019
12. Bucharest (Romania), Belgrade (Serbia) & Budapest (Hungary) 2020

*Formats Taught*

Mass lectures, Online, Hybrid, Graduate, Doctoral

*Teaching Workshops Attended*

1. Harvard Business School Workshop on *Teaching by the Case Method*
2. CETL Workshops on *Online Teaching*

*Dissertation Committee Co-Chair*

Dr. Hee-Kwon Jung  
Pastor  
Cuba City United Methodist Church  
Cuba City, WI

Dr. Md. Al-Emran  
Assistant Professor of Marketing  
College of Business  
McNeese State University  
Box 92140 - BBC 130  
Lake Charles, LA 70609

Dr. Kamlesh Tiwari  
Adjunct Professor of Marketing  
University of Arkansas-Pine Bluff  
1200 North University Drive  
Pine Bluff, AR 71601

Dr. Ruiliang Yan  
Associate Professor of Marketing  
Dept of Marketing & Business Analytics  
College of Business  
Texas A&M University Commerce  
Commerce, TX 75428

Dr. Yoonsun Jeong  
Assistant Professor of Marketing (From Fall 2020)  
College of Business Administration  
Business Administration Building  
500 W University  
El Paso, Texas 79968

Dr. Long Chen (Graduated Summer 2021)

Dr. Madhulina Bandyopadhyay (Graduated Summer 2021)

### *Dissertation Committee Member*

1. Dr. Thomas L. Ngo-Ye (MIS)
2. Dr. Abhijit Dutt (MIS)
3. Dr. Alexander Joseph Milovic (Marketing)
4. Dr. Shaoqing Zhao (Marketing)
5. Dr. Nima Jalali (Marketing)
6. Dr. Amita Bhaduria (Marketing)
7. Dr. Ruijiao Guo (Marketing)
8. Dr. Yiyuan Liu (Marketing)
9. Dr. Wenyu Dou (Marketing)
10. Dr. Mahsa Mardikoraem (Supply Chain)

### **Administrative Experience**

#### *Chair of Marketing Area*

- Experience 8 years, spread over two terms. Current position since Fall 2018.
- Manage a staff of 11 faculty members (9 tenure track and two lecturers)
- Advocate for marketing area at the school level
- Collaborate with other areas in school to launch new programs
- Interact with local business leaders.
- Assist with AACSB accreditation
- Update course curriculum within marketing area
- Recruit faculty members, advertise vacancies, conduct interviews  
Recruited Katherine Du (PhD: Duke University), Stephen France (PhD: Rutgers University), Tingting He (PhD: Washington University, St. Louis), Sumas Wongsunopparat (PhD: Cornell University)
- Manage faculty and staff promotion cases at all levels: assistant to associate, associate to full professor, mid-term tenure and first year review
- Present promotion cases to the executive committee
- Guide tenure track faculty members with research, publication, etc.
- Schedule courses in consultation with other areas.
- Recruit and retain students.

#### *Undergraduate Program Taskforce Member (Two terms)*

- Established Scholars program:
  - Program for high achieving students. Admission by invitation to only students with high GPA.
  - Small class sizes.
  - Taught by regular faculty.
- Established Career and Professional Development Course:
  - Write resume
  - Mock interview
  - Business dinner
  - Mentoring by local Business leaders

- Professional Internship course
  - Full-time internship in the last semester. Successful in placing students
- Increased business analytics by creating a new business math course for business majors
- Infuse all courses with content from three areas: innovation, globalization and analytics.

*Dean Search Committee (Two terms)*

- Involved with recruitment of Dean, established procedures, reviewed applications, conducted interviews, and shortlisted candidates.
- Recruited the current dean

*MS (Marketing) Program Committee Member*

- Recruitment of students to the MS program
- Currently involved in establishing an Accelerated MS degree program for current BBA students.
  - Current BBA students with high GPA can earn an MS degree in 5 years.
  - Waived GMAT requirement
  - Double counting of courses with content overlap
- Presently involved in getting the program STEM certified

*Chair, Doctoral Prelim Exam Committee*

- Organize prelim exam for doctoral students in marketing
- Prepare students for the prelim exam.

*Globalization of Coursework*

- Increased the number of courses on Global Marketing
- Added global content to every marketing course
- Organized Study Abroad courses to multiple countries in Europe, Africa and Australia.
- Worked with a local business leader to provide scholarships to students taking Study Abroad courses.

**External Engagement**

*Interaction with Media*

1. Interviewed by UWM Research for 2016 edition (Page 29)
2. Interviewed by PBS in 2016
3. Interviewed by Wallet Hub (<https://wallethub.com/cool-credit-cards/#amit-bhatnagar>)
4. External reviewer for several promotion cases at other Universities

### *Industry Consulting Projects*

Clients: Leavened, Symphony AM, Symphony Pharma, R2C, United Way, Aflac, Nissan, Shire, Bare Minerals, Simplisafe, Build.com, Freshbooks, & Cingular Cellular.

### **References**

1. Prof. Hemant Jain  
W. Max Finley Chair in Business, Free Enterprise, and Capitalism  
MSDA Program Director  
Gary W. Rollins College of Business  
The University of Tennessee at Chattanooga  
Email: Hemant-Jain@utc.edu  
Phone: 423-425-4156
  
2. Prof. Dinesh Gauri  
Walmart Chair in Marketing and Executive Director of Retail Information  
The Sam M. Walton College of Business  
University of Arkansas  
Email: dkgauri@uark.edu  
Phone: 479-575-3903
  
3. Prof. Xiaojing Yang  
Associate Professor  
Darla Moore School of Business  
University of South Carolina  
Email: xiaojing.yang@moore.sc.edu  
Phone: 803-777-2124