

**MRINAL GHOSH**  
**(short version – January 2023)**

**Office Address**

Department of Marketing  
Eller College of Management  
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**Educational Background**

Ph.D.                      Business Administration (Major Field: Marketing)  
University of Minnesota – Twin Cities, 1997.  
Thesis Title: *Creating and Claiming Value in Cooperative Inter-Firm Relationships: Theory and Evidence*  
Advisor:              Professor George John  
Department of Marketing, University of Minnesota – Twin Cities.

B.Eng.                    Bachelor of Engineering (Major Field: Mechanical Engineering)  
University of Bombay, 1988.  
Thesis Title: *The Design of Rolling Contact Screw Jack*  
Advisor:              Professor D. K. Chawla  
Department of Mechanical Engineering  
Sardar Patel College of Engineering, University of Bombay.

**Academic Appointments**

July 2021 onwards:                      Gary M. Munsinger Chair in Entrepreneurship & Innovation  
Professor of Marketing  
University of Arizona

July 2020 – June 2021:                      Eller Professor of Marketing  
University of Arizona

January 2017 to June 2020:                      Department Head, Marketing  
Eller Professor of Marketing  
University of Arizona

July 2013 to December 2016:                      Department Head, Marketing  
Soldwedel Professor of Marketing  
University of Arizona

July 2009 – June 2013: Associate Professor of Marketing (with tenure)  
W. “H” and Callie Clark Fellow  
University of Arizona

June 2007 – June 2009: Associate Professor of Marketing  
W. “H” and Callie Clark Fellow  
University of Arizona

August 1998 – May 2007: Assistant Professor in Marketing  
University of Michigan – Ann Arbor

September 1997 – August 1998: Lecturer in Marketing  
University of Michigan – Ann Arbor

### **Other Work Experience**

1990 – 1992: Marketing Engineer  
Thermax Limited, Mumbai, India.

1988 – 1990: Sales & Service Engineer  
Tata Engineering and Locomotive Company Ltd, Mumbai, India.

### **Academic Honors and Awards**

1. Recipient of the 2013 *Louis W. Stern Award* for an outstanding article “Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis (*JMR*, 2005)” that has made significant contribution to the marketing and channels of distribution literature.
2. Invited to participate in Research Symposium in honor of Oliver E. Williamson, 2009 Nobel laureate in Economics, held at the *Norwegian BI School of Management*, Oslo, Norway, December 2009. Participants were selected based on having made a ‘real contribution to Transaction Cost Economics’.
3. Faculty Representative, 28<sup>th</sup> *Haring Faculty & Doctoral Symposium*, Indiana University, April 1998.
4. *Carlson School of Management, University of Minnesota*, Doctoral Dissertation Fellowship, 1995-1996.
5. Honorable Mention, *Institute for the Study of Business Markets’* Doctoral Dissertation Competition, 1996.
6. Discussant, 25<sup>th</sup> *Haring Faculty & Doctoral Symposium*, Indiana University, March 1995.
7. Honors student, Mechanical Engineering, *University of Bombay*, 1988.

### **Service/Outreach**

#### National Professional Service

1. Editorial Review Board: *Journal of Marketing* (2011 - 2018), 2022 onwards

2. Reviewer for *Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, Organization Science, Academy of Management Review, Journal of Operations Management, Journal of Retailing, International Journal of Research in Marketing, Industrial and Corporate Change, Journal of the Academy of Marketing Science* and *Journal of Supply Chain Management*.
3. Referee for the *Institute for the Study of Business Markets* doctoral dissertation award (2008 onwards)
4. Referee for the *American Marketing Association* (Winter) Conference 2010 onwards.
5. Referee for the *AMA'S Inter-Organization SIG Lifetime Achievement Award*.
6. External reviewer on three promotion decisions to Full Professors, two promotion & tenure decisions to Associate Professors, and three contract renewal decisions.

#### University of Arizona/ Eller College of Management Service

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|--|---------------------------|
| 1. University of Arizona Advisory Committee on P&T (UACPT) | July 2021 onwards         |
| 2. Chair, MIS Department Head Search Committee             | Feb 2016 – Feb 2017       |
| 3. University of Arizona Heads Steering Committee          | July 2014 – June 2017     |
| 4. Eller College Department Heads Council/Committee        | July 2013 – June 2020     |
| 5. Eller College Leadership Council                        | August 2011 – June 2020   |
| 6. Member, Research and Doctoral Studies Committee:        | August 2010 – August 2013 |
| 7. Faculty Advisor (MBA Field Projects)                    | August 2011 – May 2015    |
| 8. Graduate Programs Committee (MBA):                      | August 2007 – August 2009 |

#### Department of Marketing Service

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|---|-----------------------------|
| 1. Chair, Academic Program Review Committee                 | July 2022 – present         |
| 2. Department Head  | July 2013 – June 2020       |
| 3. Chair, Doctoral Studies Committee:                       | July 2010 – June 2013       |
| 4. Member, Faculty recruiting committee:                    | 2010, 2011, and 2012        |
| 5. Member, Faculty Evaluations committee:<br>onwards.       | 2009 –2013; 2020-2021; 2022 |
| 6. Member, Promotion & Tenure committee                     | 2010-2013                   |
| 7. Member, Doctoral Studies Committee:                      | 2009 –2013                  |
| 8. Coordinator of the Research Seminar Series               | 2009-2011                   |
| 9. Coordinator of Lisle and Roslyn Payne Research Symposium | 2009-2010                   |

#### Doctoral Committee Chair/Co-chair

- 1: *Zhen (Richard) Tang* (chair); Department of Marketing, Eller College of Management, University of Arizona, 2015 – present.
  - (Initial faculty position: *Loyola Marymount University*)
- 2: *Shan Yu* (chair); Department of Marketing, Eller College of Management, University of Arizona, 2012 – 2016.
  - (Initial faculty position: *Rensselaer Polytechnic Institute*)
  - (Current position: *University of Massachusetts – Boston*)

- 3: *Kellilynn M. Frias* (co-chair – Professor Robert Lusch); Department of Marketing, Eller College of Management, University of Arizona, 2008 – 2011.
- Recipient of the 2010 *Kauffman Dissertation Fellowship Award* for Research in Entrepreneurship and Innovation.
  - Recipient of the 2011 *ISBM (Institute for the Study of Business Markets) Doctoral Dissertation Award*.
    - (Initial faculty position: *Texas Tech University*)
    - (Current position: *American University, Washington DC*)
- 4: *Desmond Ho Fu Lo* (co-chair – Professor Francine Lafontaine); Department of Marketing, Ross School of Business, University of Michigan, 2004 – 2008.
- (Initial faculty position: *Santa Clara University (with tenure)*)
- 5: *Lopo Rego* (co-chair – Professor Eugene Anderson); Department of Marketing, Ross School of Business, University of Michigan, 1998 – 2000
- (Initial faculty position: *University of Iowa*)
  - (Current position: *Indiana University – Bloomington (with tenure)*)

## Research Publications

### Book Chapters

1. “Porter Meets Williamson in 2021: Governance Value Analysis and its Implications in a World of Digital Technologies,” Mrinal Ghosh and George John, in *ISBM B2B Handbook*, Gary Lilien and Scott Petersen (Eds.), 2021.
2. “Choosing Value-Chain Locations in Marketing Channels: Integrating Service-Dominant Logic and Product-Form Strategy Perspectives,” Mrinal Ghosh, Kelli Frias, and Robert Lusch, in *Handbook of Research on Distribution Channels*, Rajiv Dant and Chuck Ingene (Eds.), Edward Elgar Publishing, 2019.
3. “A Transaction Cost Approach to Channel Design with Application to Multi-Channels Settings,” George John, Madhu Viswanathan, and Mrinal Ghosh, in *Handbook of Research on Distribution Channels*, Rajiv Dant and Chuck Ingene (Eds.), Edward Elgar Publishing, 2019.
4. “Progress and Prospects for Governance Value Analysis in Marketing: When Porter Meets Williamson,” Mrinal Ghosh and George John, in *ISBM B2B Handbook*, Chapter 4, Gary Lilien and Rajdeep Grewal (Eds.), 2012.
5. “Product Distribution Choices in China: A Transaction Cost Perspective,” Louisa Ha, Mrinal Ghosh, Rajeev Batra, and Jie Zhang, in *Marketing Issues in Transitional Economies*, Rajeev Batra (Ed.), Norwell, MA: Kluwer Academic Publishing, 1999.

## Refereed Journal Articles

1. "A Theory of Product-Form Strategy: When to Market Intellectual Property, Components, or Systems?" Kellilynn M. Frias\*, Mrinal Ghosh\*, Narayan Janakiraman, Dale F. Duhan, and Robert Lusch (late), forthcoming, *Journal of Marketing* (published online December 23<sup>rd</sup>, 2022).

\*(the first 2 authors have equal co-authorship)

2. "Contracting to (Dis)incentivize? An Integrative Transaction-Cost Approach on How Contracts Govern Specific Investments," Desmond Lo, Giorgio Zaranone, and Mrinal Ghosh, *Strategic Management Journal*, 2022, Vol. 43 (August), 1528-1555 (published online January 11<sup>th</sup>, 2022).
3. "Money-Back Guarantees and Service Quality: The Marketing of In-Vitro Fertilization Services," Shan Yu, Mrinal Ghosh, and Madhu Viswanathan, *Journal of Marketing Research*, 2022, Vol. 59 (3), 659-673 (published online November 2<sup>nd</sup>, 2021).

**Media Coverage:** *NPR - Academic Minute Podcast: Are Money-Back Guarantee Programs by IVF Clinics Marketing Gimmicks? (07/21/2022)*. The podcast has been reprinted in multiple media channels such as *Inside Higher Ed*, *AAC&U*, *Clear Publicist*, *News Wise*, *player.fm*, etc. The article has also received coverage in *medicalxpress.com*, *sciencedaily.com*, *healtheuropa.com*, *nationworldnews.com*, etc.

4. "Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from Hybrid Vehicle Market," Yubo Chen, Mrinal Ghosh, Yong Liu, and Liang Zhao, *Journal of Marketing Research*, 2019, Vol. 56 (December), 995-1011. (published online September 12<sup>th</sup>, 2019).
5. "Reconciling Power and Efficiency Theories of Marketing Channel Governance," Stephen Carson and Mrinal Ghosh, *Journal of Marketing*, 2019, 83 (4), 101-120. (published online May 9<sup>th</sup>, 2019).
6. "Endogeneity in Survey Research," Sande, Jon B. and Mrinal Ghosh, *International Journal of Research in Marketing*, 2018, 35 (2), 185-204 (lead article).
7. "How Does Influence Strategy Work? The Moderating Role of Cognitive Institutional Profile and Mediating Role of Commitment", Weihe Gao, Mrinal Ghosh, and Liping Qian, *Industrial Marketing Management*, 2018, Vol. 68 (January), 46-55.
8. "Price Delegation and Performance Pay: Evidence from Industrial Sales Forces," Desmond Lo, Wouter Dessein, Mrinal Ghosh, and Francine Lafontaine, *Journal of Law, Economics, and Organization*, 2016, Vol. 32, No. 3, 508-544.
9. "Pricing Formats for Branded Components in Industrial Markets: An Integration of Transaction Cost Economics and the Resource-Based View," Desmond Lo, Kellilynn M. Frias, and Mrinal Ghosh, *Organization Science*, 2012, Vol. 23, No. 5 (September-October), 1282-1297.

10. "The Incentive and Selection Roles of Sales Force Compensation Contracts," Desmond Lo, Mrinal Ghosh, and Francine Lafontaine, *Journal of Marketing Research*, 2011, Vol. 43 (August), 781-798.
11. "Transaction Costs, Opportunism, and Governance: Contextual Considerations," Aric Rindfleisch, Kersi Antia, Janet Bercowitz, James Brown, Joseph Cannon, Stephen Carson, Mrinal Ghosh, Susan Helper, Diana Robertson, and Kenneth Wathne, *Marketing Letters*, 2010, Vol. 21, No. 3 (September), 211-222. (non-standard peer review)
12. "Contract Specificity and its Performance Implications," Erik Mooi and Mrinal Ghosh, *Journal of Marketing*, 2010, Vol. 74 (March), 105-120.
13. "When Should Original Equipment Manufacturers Use Branded Component Contracts with Suppliers?" Mrinal Ghosh and George John, *Journal of Marketing Research*, 2009, Vol. 41 (October), 597-611.
14. "Customizing Complex Products: When Should the Vendor Take Control?" Mrinal Ghosh, Shantanu Dutta, and Stefan Stremersch, *Journal of Marketing Research*, 2006, Vol. 38 (November), 664-679.
15. "Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis," Mrinal Ghosh and George John, *Journal of Marketing Research*, 2005, Vol. 37 (August), 346-357.
16. "Experimental Evidence for Agency Models of Salesforce Compensation," Mrinal Ghosh and George John, *Marketing Science*, 2000, Vol. 19, No. 4, 348-365.
17. "Governance Value Analysis and Marketing Strategy," Mrinal Ghosh and George John, *Journal of Marketing*, Vol. 63 (Special Issue 1999), 131-145.
18. "Durability Versus Concentration as an Explanation for Price Inflexibility," Elizabeth M. Caucutt, Mrinal Ghosh, and Christina M. L. Kelton, *Review of Industrial Organization*, January 1999, Vol. 14, 27-50.
19. "Robustness of the Relationship Between Price Variability and Inflation for United States Manufacturing," Elizabeth M. Caucutt, Mrinal Ghosh, and Christina M. L. Kelton, *Applied Economics*, 1998, Vol. 30, 513-519.
20. "Pricing Behavior in United States Manufacturing Industries: A Statistical Study using Disaggregated Data," Elizabeth M. Caucutt, Mrinal Ghosh, and Christina M. L. Kelton, *Review of Industrial Organization*, December 1994, Vol. 9, 745-772.

### **Work-In-Progress**

### Articles under Review

1. "Delegation, Centralization, and Productivity in Industrial Salesforces," Desmond Lo, Zhen Tang, Mrinal Ghosh, and Arti Gandhi, under preparation for 2<sup>nd</sup> round of review at *Journal of Marketing*.
2. "Integrating Service-Dominant Logic and Product-Form Strategy Perspectives: A Focus on the Institutional Environment," Kellilynn M. Frias and Mrinal Ghosh, under preparation for 3<sup>rd</sup> round of review at the *Journal of Macromarketing*.
3. "Product Form Strategy: Selling Systems versus Components in Industrial Markets," Mrinal Ghosh, Kellilynn M. Frias, and Shantanu Dutta under review at *Journal of Marketing Research*.
4. "A Problem-Solving Perspective to Customer Solutions: The Role of Cross-Understanding and Relational Contracting," Jon B. Sande, Kenneth H. Wathne, Mrinal Ghosh, and Henrik Larsen, under review at *Journal of Marketing*.

#### Selected Work-in-Progress

1. "User-Generated Content and Consumer Adoption of Vaccines: The Case of the Human Papillomavirus (HPV) Vaccine," Liuyi Wang and Mrinal Ghosh, under preparation for submission to *Management Science*.
2. "A Model of Digital Piracy in Vertically Differentiated Markets: Effects on Firm Strategy and Consumer Welfare," Yong Liu, Peng Wang, and Mrinal Ghosh, under review at *Marketing Science*.
3. "A Governance-Based Perspective on Bundling Equipment Sales and Technical Consulting Services in Industrial Markets" Mrinal Ghosh, Tirthankar Roy, and Sourav Ray, under preparation for submission to *Organization Science*.
4. "Outsourcing, Productivity, and Quality: Evidence from the Market for In-Vitro Fertilization Services," Shan Yu, Madhu Viswanathan, and Mrinal Ghosh, under preparation for submission to *Production and Operations Management*.
5. "Franchise Clustering: Whether, When, and How it Helps," Xu Zheng, Yajing Fan, and Mrinal Ghosh, preparation for submission to *Journal of Marketing Research* (reject and resubmit).
6. "Marketing of Technology through Licensing Agreements: A Cross-National Investigation," Shan Yu, Mrinal Ghosh, Chae Un Lim, and George John, under preparation for submission to *Management Science*.
7. "Impact of Vertical Structure and Product Differentiation on Price Pass-through: An Analysis of the Retail Beer Market," Jorge D. M. Garcia, Madhu Viswanathan, and Mrinal Ghosh, under preparation for submission to *Production and Operations Management*.
8. "Pricing Formats as Governance Devices: The Role of Leasing in Complex Industrial Markets," Mrinal Ghosh, under preparation for submission to *Marketing Science*.

9. "A Theory of Product-Form Strategy," Kellilynn M. Frias and Mrinal Ghosh, under preparation for submission to *Organization Science*.
10. "What to do versus How much to do? Price Formats and Price Levels in B2B Procurement Contracts," Mrinal Ghosh, Stephen Carson, Kellilynn M. Frias, and Shan Yu, under preparation for submission to *Journal of Marketing*.
11. "Governance Deviations, (Mis)-matched Decision Logics, and Exchange Performance: Evidence from Multiple Buyer-Supplier Interactions," Erik Mooi, Kersi Antia, and Mrinal Ghosh, working paper.

## **Teaching**

### Graduate Courses Taught

1. Doctoral Seminar in Models of Information Asymmetry (University of Arizona), 2019 – present.
2. Doctoral Seminar in Research Methods (University of Arizona), 2014 – present.
3. Doctoral Seminar in Inter-Organizational Relationships and Strategy (University of Arizona), 2007 – present.
4. Doctoral Seminar in Inter-Organizational Relationships (University of Michigan), 2004 – 2007.
5. Marketing Core (multiple sections of Full-time MBA, Executive MBA – University of Arizona), 2011 – present.
6. Marketing Strategy (multiple sections of Full-time MBA, Evening MBA, Executive MBA, and Online MBA – University of Arizona), 2008 – present.
7. Strategies in Business-to-Business Marketing (multiple sections of Full-time and Evening MBA – University of Michigan), 2005 – 2007.
8. Marketing Strategy (multiple sections of Full-time and Evening MBA – University of Michigan), 2000 – 2007.
9. Distribution Strategies (multiple sections of Full-time and Evening MBA – University of Michigan), 1999 – 2007.
10. Innovative Strategies in Health-Care Marketing – University of Arizona, 2020 onwards

### Under-Graduate Courses Taught

1. Marketing Capstone Course (multiple sections of BBA – University of Arizona), 2007-2011.



2. Marketing Research (multiple sections of BBA – University of Arizona), 2009.
3. Marketing Principles (multiple sections of BBA – University of Michigan), 1997 – 1999; University of Arizona, 2017 – 2018.

### **Professional Association Memberships**

1. Member: *American Marketing Association*
2. Member: *INFORMS College on Marketing*
3. Member: *Society of Institutional and Organization Economics*