

BIJIT GHOSH

Department of Marketing, Alberta School of Business
University of Alberta, Edmonton, AB, Canada
Email: bijit@ualberta.ca | Phone: (780) 729-5852

EDUCATION

Ph.D., Marketing

University of Alberta, Alberta School of Business, Edmonton, AB, Canada, 2027 (Expected)

Supervisory Committee: John Pracejus, Sarah G. Moore, Tito H. Grillo

M.B.A., in Marketing

Jaipuria Institute of Management, Noida, India, 2016

B.Tech., in Mechanical Engineering

Jadavpur University, Kolkata, India, 2014

RESEARCH INTERESTS

Value perceptions; Prosocial behavior; Promotional offers; Deservingness and Fairness perceptions; Service failures; Gift-giving; Social dominance orientation.

RESEARCH

SELECTED PUBLICATIONS

Ghosh, Bijit. (2025). Stories of Service Slip-Ups: Judgments of Pre-Service Deservingness Shape Reactions to Service Failures. *Psychology & Marketing* <https://doi.org/10.1002/mar.70058>

PAPERS UNDER REVIEW

Ghosh, Bijit, Pracejus, John and Nikbakht, Arjang, “Rules of Rounding-up: Adding options shapes Pain and Perceived Impact of donation at Retail Checkout” *invited for revision at Journal of Marketing Research*

SELECTED RESEARCH IN PROGRESS

Ghosh, Bijit, Lafreniere, Katie and Bryksina, Olya , “Unwrapping expectations: Unveiling Emotional Trajectories and Backfire Risks in Multi-Gift Scenarios” *Data collection completed, manuscript in preparation for Journal of Consumer Psychology*

Ghosh, Bijit, Pracejus, John and Olsen, Douglas, “Soothing Sour Sentiments: Specific Remedial Offers mitigate Negative Reactions to Acquisition Promotions” *Data collection completed, manuscript in preparation for Journal of Consumer Psychology*

Mesler, Rhiannon and **Ghosh, Bijit**, “The Hierarchy of Helping: How social dominance orientation shapes who (and what) gets funded” *Data collection in progress*

BOOK CHAPTERS

Rawal, Saurabh, & **Ghosh, Bijit** (2023). Waste Impact, Trends, Interventions, and Future Goals. In *Solid Waste Management* (pp. 1-11). CRC Press.

CONFERENCE PRESENTATIONS

Ghosh, Bijit and Pracejus, John, “Balancing Pain and Impact: How Additional Donation Options Influence Rounding-Up Behavior”

Association for Consumer Research; October 2025; Washington DC

Won the Best Competitive Paper Award (Honorable Mention)

Ghosh, Bijit, Pracejus, John and Olsen, Douglas, “Mitigating Negative Reactions to Acquisition Promotions: Non-Monetary Remedial Offers Enhance Communalities in Firm-Consumer Relationships”

Association for Consumer Research; October 2025; Washington DC

Ghosh, Bijit and Pracejus, John, “Round-up or donate a fixed amount at checkout: new evidence from the lab and the field”

Society of Consumer Psychology, March 2025, Las Vegas, NV

Ghosh, Bijit, Pracejus, John and Olsen, Douglas, “When Loyal Customers Pay More than New Ones: Mitigating negative reactions to acquisition promotions”

Society of Consumer Psychology, March 2025, Las Vegas, NV

Ghosh, Bijit and Pracejus, John, “The Effect of Flat Asks on Rounding-up change”

Association for Consumer Research, October 2023, Seattle, WA

Business PhD Research Conference, November 2023, Edmonton, AB

ACADEMIC GRANTS AND AWARDS

Business PhD Graduate Fellowship, Alberta School of Business (C\$165,200)	2021-2026
AMA-Sheth Foundation Doctoral Consortium Fellow	2026
Supervisor Fellowship, Alberta School of Business (C\$40,000)	2021-2025
SSHRC Supplemental Institutional Grant (SIG) (C\$4000)	2025
Honorable Mention, Best Competitive Paper Award, ACR 2025	2025
Junior Research Fellow, Government of India (Rs.560,000 ≈ \$6400)	2020

TEACHING

Co-Instructor, Introduction to Marketing, University of Alberta

- *Fall 2024. Median student rating of instructor excellence: 4.4/5.0*
- *Fall 2025. Median student rating of instructor excellence: 3.7/5.0*

Instructor, International Marketing, University of Alberta

- *Winter 2026. Median student rating of instructor excellence: 4.0/5.0*

Teaching Assistant

- *Introduction to Marketing (Jen Argo), University of Alberta, Fall 2023*
- *Consumer Behavior (Noah Castello), University of Alberta, Fall 2022*
- *E-commerce and Retailing (John Pracejus), University of Alberta, Winter 2023*

SERVICE

Business Doctoral Association, University of Alberta, VP	2025-26
Business Research Conference Committee, University of Alberta, BDA Liasson	2025
Access, Community, and Belonging Committee, University of Alberta, Ph.D. Rep	2025-Present
Business Research Conference Committee, University of Alberta, Chair	2024
Behavioral Lab Coordinator, University of Alberta Business School	2023
Marketing Research Lab Coordinator, University of Alberta	2022 and 2024

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)
 American Marketing Association (AMA)
 Society of Judgment and Decision Making (SJDM)

RELEVANT COURSEWORK

MARKETING, BEHAVIORAL, AND SOCIAL PSYCHOLOGY RESEARCH

Consumer Behavior (with Gerald Haubl)
 Judgment and Decision Making (with John Pracejus)
 Marketing Strategy (with Robert Fisher)
 Marketing Models (with Paul Messinger)
 Research Methodology (with Paul Messinger)
 Advanced Social and Cultural Psychology (with Jeff Schimel)

RESEARCH METHODOLOGY

Mediation, Moderation, and Conditional Process Analysis (with Andrew Hayes)
 Experimental Methods for Behavioral Science (with Gerald Haubl)
 Design and Analysis in Psychological Research I (with Kimberley Campbell)
 Qualitative Research Methods (with Jessica Van Vliet)

REFERENCES

John Pracejus

Associate Professor of Marketing
 Alberta School of Business
 University of Alberta
 Phone: +1 (780) 492-2023
 Email: pracejus@ualberta.ca

Sarah G. Moore

Professor of Marketing
 Alberta School of Business
 University of Alberta
 Phone: +1 (780) 492-3664
 Email: sgmoore1@ualberta.ca

Tito H. Grillo

Assistant Professor of Marketing
 Alberta School of Business
 University of Alberta
 Phone: +1 (780) 492-7720
 Email: grillo@ualberta.ca

Katie Lafreniere

Assistant Professor of Marketing
Alberta School of Business
University of Alberta
Phone: +1 (780) 492-0348
Email: klafreni@ualberta.ca

Rhiannon M. Mesler

Associate Professor of Marketing
Dhillon School of Business
University of Lethbridge
Phone: +1 (403) 332-4653
Email: rhiannon.mesler@uleth.ca