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**Education:**

**Ph.D.** (Management, Major: Marketing; Minor: Econometrics), State University of New York (SUNY) at Binghamton, **2011**

**M.S.** (Ag. Economics), University of Nebraska-Lincoln, **2005**

**M.Sc.** (Economics), Calcutta University, India, **1994**

**B.Sc.** (Economics Honors), St. Xavier's College, Calcutta, India, **1992**

**Membership of Professional Organizations**

- **Member, American Marketing Association (AMA)**
- **Member, The Association of National Advertisers, (ANA)**; The ANA is the U.S. advertising industry's oldest and largest trade association. ( Membership sponsored by Sephora)
- **Member, AMA Northeast Ohio Chapter**

**Work Experience:**

- **2016-Present**, Assistant Professor, Department of Design & Innovation, Case Western Reserve University, Cleveland, Ohio
- **2012-2014**, Assistant Professor of Marketing, University of Michigan Flint.
- **2008-2011**, Teaching Assistant, School of Management, SUNY Binghamton- Successfully developed and taught senior undergraduate course on pricing
- **2006-2007**, Research Assistant, School of Management, SUNY-Binghamton
- **2001-2004**, Research/Teaching Assistant, Department of Agricultural Economics, University of Nebraska-Lincoln
- **2000-2001**, Deputy Director, Perspective Planning Division, Planning Commission, Govt. of India
  1. Guided Assistant Directors in mathematical modeling, forecasting, macro-economic scenario projection associated with formulation of five year plans for the Indian economy
  2. Contributed to the Economic Survey of India (Macro-economic analysis of social sectors-poverty, employment) and composed the "State of the Indian Economy" analysis presented to the Indian Parliament each year
  3. Key member of a core team of economists responsible for development and formulation of the Draft Tenth Five Year Plan for India which steers the Indian economy towards desired goals.
  4. Guided research on the Indian Economy-National Income Accounting, Capital-Output Ratios, Savings Rate, Growth Rate, Poverty and Employment rates
  5. Work commenced on formulation of a Computable General Equilibrium Model for the Indian economy

6. Evaluated and sanctioned research projects
- **1997-2000**, Assistant Director, Perspective Planning Division, Planning Commission, Govt. of India
    1. Mathematical modeling, forecasting, macro-economic scenario projection associated with formulation of five year plans for the Indian economy
    2. Contributed to the Economic Survey of India (Macro-economic analysis of social sectors-poverty, employment) and composed the "State of the Indian Economy" analysis presented to the Indian Parliament each year
    3. Key member of a core team of economists responsible for development and formulation of the Ninth Five Year Plan for India which steers the Indian economy towards the desired goals set by the Indian Parliament
    4. As part of core team of economists responsible for the formulation of the mid-term plan appraisal for the Ninth Five Year Plan which assesses the performance of the Indian Economy against the benchmark of the Plan
    5. Managing a team of section officers, statisticians, analysts, investigators for data collection and data analysis
    6. Conducting analysis, developing reports and giving presentations to Advisors to the Govt. of India
  - **1997**. Joined the Prestigious Indian Civil Services as Assistant Director, Ministry of Finance, Department of Economic Affairs as a part of the Economic think tank within the Govt. of India

#### **Publications/ Media Mentions/Work In Progress**

- **2021** Article entitled, "Educator Stress Is A Serious Matter That Needs Attention", April 23, 2021, K12 Digest, <https://www.k12digest.com/educators-stress-is-a-serious-matter-that-needs-attention/>
- **2021** Article entitled "Importance of Constructive Feedback for the Growth of Students", April 7, 2021, Higher Education Digest, Link to published article: <https://www.highereducationdigest.com/importance-of-constructive-feedback-for-the-growth-of-students/>
- **2021** Article entitled "How upskilling along with regular education can help students be industry ready", March 10, 2021, in India Today, (India Today is **India's top most news magazine with a circulation of 9.15 million** according to estimates(<https://www.indiatoday.in/mail-today/story/india-today-magazine-tops-all-magazines-in-readership-1511306-2019-04-27> ) , akin to India's alternative to Forbes Magazine)  
**Link to published article in India:** <https://www.indiatoday.in/education-today/tips-and-tricks/story/how-upskilling-along-with-regular-education-can-help-students-be-industry-ready-1777690-2021-03-10>  
**Simultaneously published in Indianow.eu in Europe:** <https://indianow.eu/education/how-upskilling-along-with-regular-education-can-help-students-be-industry-ready/>
- **2021** Article entitled "Reshaping Global Classrooms", The Statesman Newspaper( **One of India's most prominent English newspapers** ), published simultaneously in Kolkata and Delhi, Published 9 March , 2021. **Link to article:** <https://epaper.thestatesman.com/3020429/Delhi-The-Statesman/09-03-2021#page/11/1>
- **2021** Article entitled "Ways Students Can Be Trained For The Corporate World", Feb

13<sup>th</sup>, 2021, in India Today, (India Today is **India's top most news magazine with a circulation of 9.15 million** according to estimates(<https://www.indiatoday.in/mail-today/story/india-today-magazine-tops-all-magazines-in-readership-1511306-2019-04-27> ) , akin to India's alternative to Forbes Magazine)

**Link to published article in India:** <https://www.indiatoday.in/education-today/jobs-and-careers/story/how-students-can-be-trained-for-a-corporate-world-1768906-2021-02-13>

**Simultaneously published in Indianow.eu in Europe:** <https://indianow.eu/education/how-students-can-be-trained-for-a-corporate-world/>

- **2021** Article entitled “E-learning: A boon for the Indian higher education system”, **Jan 25<sup>th</sup>, 2021**, [www.educationworld.in](http://www.educationworld.in), <https://www.educationworld.in/e-learning-a-boon-for-the-indian-higher-education-system/>
- **2021** Submitted article entitled, “How Not To Raise Prices” to Business Insider, article submitted, awaiting response
- **2019** “Impact Of Cultural Dimensions and Relationship Roles On Differential Innovation Performance in the U.S. and Japan”, By Somali Ghosh, (**Work In Progress**, will submit to Journal of Problems and Perspectives in Management or in Sage Open Journals in May 2021)
- **2013** "Detecting item bias in latent construct between group comparisons: an illustrative example using multi-sample covariance structural equations modeling." Co-authored with Prof. Debi Mishra, Journal of Problems and Perspective In Management, Vol II, Issue 3, 2013.
- **2009**, “Attenuating Suspicion by Revealing Seller Self-Interest: The Role of Categorical versus Situational Association of Sinister Attribution”, co-authored with Prof. S. Chatterjee, Asia-Pacific Advances in Consumer Research 2009, Vol. 8, Duluth, MN: Association for Consumer Research.
- **2002**, Article published on “Agricultural Trade and the WTO” co-authored with Prof. E. Wesley F. Peterson, Cornhusker Economics, Department of Agricultural Economics, *Institute of Agriculture and Natural Resources publication* (3-6-02)

#### **Nominations/Awards/ Honors:**

- **2021** Nominated for WSOM UG Teaching Award
- **2020**, Nominated from entire University faculty for the Carl F. Wittke Award for Excellence in Undergraduate Teaching
- **2020**, Invited to Wolstein Society Induction Ceremony
- **2019**, Nominated from entire University faculty for the Carl F. Wittke Award for Excellence in Undergraduate Teaching
- **2019**, Nominated for WSOM Undergraduate Teaching Award, April 2019.
- **2019**, Reception for most appreciated Professors “who made a difference to their lives” by Volleyball team, Veale Center, Sept 18 , 2019
- **2019**, Reception for most appreciated Professor “who made a difference to their lives” by Academic Integrity board Nov 1, 2019
- **2019**, CWRU Mens Basketball team reception for teachers who made a difference to their lives
- **2018**, Invitation to Wolstein Induction Luncheon

- **2018**, CWRU Womens Volleyball team reception for teachers who made a difference to their lives
- **2017**, Recognized as faculty “who made a difference to their lives” by CWRU Volleyball Team.(9/14/17)
- **2017**, Finalist, nominated by students for Undergraduate Teaching Award at the Weatherhead School of Management.
- **2016**, Recognized by a favorite faculty member by Kappa Alpha Theta and Sigma ChiAlpha Kappa Si 4/10/16
- **2013**, Golden Apple Award Recipient for Winter 2013 at the University of Michigan Flint (Nominated by students for excellence and dedication to students, subject matter, profession
- **2013**, SOM Summer Research Program Grant recipient at University of Michigan Flint
- **2008-2011**, Included in Dean’s Honor Roll for Teaching Excellence at SUNY Binghamton
- **2006-2011**, Research/Teaching Assistant at SUNY-Binghamton
- **2003-2004**, Teaching Assistant at the University of Nebraska Lincoln 1994
- **2001-2003**, Research Assistant at University of Nebraska Lincoln
- **1996-1997**, Qualified successfully in the highly competitive Indian Economic Service Exams ranking eighth on an all-India basis on the very first attempt to join the Indian Civil Service
- **1996**, Qualified successfully in the highly competitive Junior Research Fellowship (JRF)/National Educational Testing (NET) for a Doctoral Scholarship from the University Grants Commission (Govt. of India) on an all India basis. Competition in this examination is between the Science and Arts Postgraduate students from all Universities in India. The JRF scholarship provides a stipend to allow pursuit of full time Doctoral work within India. Qualifying in the NET certifies that the person is qualified to teach at any of the Universities and Colleges in India. Simultaneously qualified for both the JRF and NET.
- **1994**, Abhijit Raha Merit Scholarship from the University of Calcutta for academic excellence at the Master’s degree level

**Service:**

- **April 22, 2021:** Completed all major formalities to bring a chapter of the American Marketing Association to WSOM/CWRU campus for the first time for the benefit of undergraduate students interested in pursuing careers in marketing. This involved applying for a new undergraduate campus club at CWRU, applying for new chapter status from the AMA, recruiting paying student members of AMA, and fund raising from USG and other sources. This initiative will allow for :
  1. Greater undergraduate job opportunities through the AMA job board
  2. Additional internships and micro internships
  3. Participation in undergraduate business competitions ( that has not happened before at WSOM)
  4. Possibility of professional certifications ( in fact I have sought and received a grant through the Sephora corporation to allow a marketing certification to 200 marketing students through the Association of National Advertisers this semester)
  5. Networking/mentoring possibilities from professionals/practitioners etc
  6. Practitioner insight seeking speaker series etc.
  7. Professional affiliation to the apex professional marketing organization.

- **April 26, 2021**, Providing under graduate marketing majors/minors, opportunities to obtain professional certification through the ANA ( Association of National Advertisers )
- **2020-21: Aug 2019- present**, Member, FSCUE Curriculum Sub Committee (University wide committee)
- **2020-21: Jan 2017- present**, Member (Department Representative) , UGIS (Undergraduate and Integrated Studies) Weatherhead School of Management
- **2020-21: Jan 2017 – present**, Advisor to Undergraduate Marketing Club
- **2021: Jan 2021- present** , Advisor (Pro Bono), Kapdec.com (Service to Community/Business and Industry)
- **2020-21: Jan 2017-present**, Local and national Marketing professionals and practitioners invited to every course to expand student horizons and provide networking possibilities
- **2020-21: Jan 2017- present**, Informal advising and mentoring of students
- **Aug 2017- present-** over 100 student recommendations written/sent.
- **Aug 2017-July 2019** , Member (WSOM representative) , FSCUE (Faculty Senate Committee on Undergraduate Education), CWRU (University wide committee)
- **2019-** Organized Brand Management Speaker Series for Undergraduates Interested in Attending
- **2019-** Guided independent study for Ellen Walter
- **January 2018-** Member, Marketing Faculty Hiring Committee (Concluded)
- **2016-17-** Financial Aid Sub Committee