

# TATHAGATA GHOSH

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## Introduction

Professor Tathagata Ghosh

Professor Tathagata Ghosh is a Professor of Marketing at the T. A. Pai Management Institute (TAPMI), Manipal, with over 17 years of academic and research experience, including the past eight years at TAPMI. His research interests span consumer behavior, experimental design, service marketing, and marketing analytics.

He has published extensively in internationally reputed journals, including the Journal of Travel Research, Journal of Interactive Marketing, Journal of Business Research, Psychology & Marketing, Journal of Marketing Management, Journal of Consumer Behaviour, Journal of Hospitality Marketing & Management, Australasian Marketing Journal, and the International Marketing Review, among others.

His body of work covers diverse themes such as consumer psychology, digital persuasion, healthcare experience, gamified advertising, and financial decision-making. His research is widely cited and known for its blend of theoretical insight, methodological rigor, and managerial relevance.

Professor Ghosh regularly publishes in ABDC-A and Scopus-indexed journals and continues to aim for A★ and FT50 journals, reflecting his sustained commitment to academic excellence and high-impact scholarship.

At TAPMI, he also serves as the Chairperson of the PhD Program, guiding several doctoral scholars and helping to strengthen the institute's research culture and global visibility.

