

Debashish Ghose

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Education

Fox School of Business, Temple University PhD in Business Administration, Concentration in Marketing	<i>Philadelphia, USA. (2016-present)</i>
Università Commerciale Luigi Bocconi MSc in Economics and Management of Innovation and Technology	<i>Milan, Italy. (2012-2015)</i>
Rotterdam School of Management, Erasmus University MSc in Management of Innovation	<i>Rotterdam, The Netherlands. (2013-2014)</i>
National Institute of Technology Kurukshetra BTech in Industrial Engineering and Management	<i>Kurukshetra, India. (2006-2010)</i>

Scholarships/Grants

Bocconi Full Merit Scholarship	(2012)	Erasmus LLP Bocconi	(2013)
ISU Bocconi Scholarship	(2013)	Bocconi International Mobility Grant	(2013)

Academic Research

An investigation of the relationships between Reader Personalities, Reviewer Personalities, Brand Personalities and Online Review Evaluations (2014-15, Master Thesis, RSM & Bocconi University)
Borrowing heavily from extant personality research, the thesis investigated how word use and intrinsic personality dimensions affect readers' perceptions and evaluations of online reviews.

Integrating Multiple Sales Channels (2014, RSM)
This paper explored the use of standards in software interfaces within the digital marketing industry.

Work Experience

Programmer Analyst at Cognizant Technology Solutions, India (January 2011 to June 2012)
Worked in insurance domain (client was the largest private sector general insurance company in India), and was a key point of contact between the client's IT team and the CTS tech support team. Provided production support to client's application and made code level changes (C# and PL/SQL) to fix software bugs. Gave functional and technical training to new members of the team and the client's tech support team.

Skills

Programming: Python, C#, Oracle/PLSQL

Software: SAS, SPSS, Stata, Adobe Photoshop, MailChimp, FL Studio

Languages: English, Hindi, Bengali, Italian (Intermediate)