
ANINDYA GHOSE

Global Expert On The Mobile Economy

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Anindya Ghose is widely considered the leading global expert on the mobile economy and how it is affecting customer behaviour. Ghose is the Heinz Riehl Chair Professor of Business at New York University's Stern School of Business, and author of the book, TAP: Unlocking the Mobile Economy. He is also the Director of the NYU Stern Masters of Business Analytics degree programme.

He focuses his work on economic issues and consumer behaviour as it relates to the internet, mobile, digital marketing, big data, and business analytics. He has researched, and written, taught and spoken about the digital transformation of business and society for almost 15 years. He analyses and makes sense of product reviews, reputation and rating systems, wearable technologies, mobile commerce and mobile advertising, crowdsourcing and online markets, and more broadly on digital technologies that are transforming markets and industries.

In his book, Ghose discusses why it is time to seize the opportunities created by the global prevalence and dependence on smartphones. His insights empower readers to tap into nine forces shaping the mobile economy, resolve consumer behavioural contradictions and delight consumers all at the same time with a mobile strategy.

Ghose, who has been a visiting professor at the University of Pennsylvania's Wharton School, serves on the Research Council of the Wharton Customer Analytics Institute, and is a faculty affiliate with the Marketing Science Institute. Before joining NYU Stern, Ghose worked at GlaxoSmithKline, as a product manager in HCL-Hewlett Packard and as a senior e-business consultant with IBM.

Topics

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