

Supply Chain Forum

Addressing Change
and Transformation for
Today's Supply Chain



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Dr. Neeraj Bharadwaj joined the University of Tennessee faculty Fall 2013 as an Assistant Professor of Marketing.



Dr. Bharadwaj's scholarly pursuits strive to combine academic rigor with practical relevance, and often explore the interface between marketing and other disciplines. He investigates such topics as marketing accountability, firm capabilities and methodologies for competing in the era of Big Data, and customer-focused enterprises. He has been recognized for his research activity, and his articles appear in *Journal of Marketing*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of Product Innovation Management*, and *Marketing Letters* among others.



He has also written several Harvard Business School Publishing case studies that bring his academic research into the classroom, and is the recipient of teaching awards for courses taught at both the graduate- and undergraduate-level. Prior to earning his doctorate at the University of Wisconsin, he worked in product and price management at Miller Brewing Company. He has also served as a consultant and seminar leader for government clients and multinational corporations, and on the faculty at Temple University, University of Chicago, University of Texas at Austin, and Babson College.

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