

Swapan Ghosh

Michigan State University, Eli Broad College of Business
Department of Management
632 Bogue St., East Lansing, MI 48824

Education

Ph.D. in Management, 2020

Loughborough University, U.K.

Dissertation: Developing Digital Transformative Capabilities of Industrial Businesses by Leveraging the Industrial Internet of Things.

Master of Business Administration, 1999

Santa Clara University, CA, USA

Master of Technology in Industrial Engineering & Management, 1986

Indian Institute of Technology, Dhanbad, India

Bachelor of Technology in Mining Engineering, 1982

Indian Institute of Technology, Dhanbad, India

Academic experience

Assistant Professor in Management – Full-time

Michigan State University, East Lansing, MI

January 2024 - Onwards

Teaching focus: Strategic Management courses to undergraduate students.

Visiting Assistant Professor in Management – Full-time

Sacred Heart University, Fairfield, CT, USA

August 2023 to December 2023

Teaching focus:

- Strategic Management and Organizations and Management courses for undergraduate students.
- International Business, Fundamentals of Management, and Applied Innovation Management for MBA students.
- Developed a new curriculum for AI in Business as a Certificate course.

Assistant Professor (Adjunct) in Management

Menlo College, Menlo Park, CA, USA

August 2018 to June 2023

Teaching focus:

- Strategic Management, Digital Transformation, Introduction to Management, and Strategic Marketing Management.
- Developed curriculum for Digital Transformation and New Product Development courses.

Assistant Professor (Adjunct) in Management - Online

Tec de Monterrey, Chihuahua, Mexico

January 2022 to May 2023

Teaching focus:

- Strategic Management (Planning, Processes, and Models) and Strategic Thinking for undergraduate students.

Assistant Professor (Adjunct) in Management

St Mary's College of California, Moraga, CA

January 2023 to May 2023

Teaching focus:

- Theoretical and Silicon Valley Perspective course to the DBA students.
- Guides DBA students in their research proposals.

Related Professional Experience

Global Director, Industry Strategy & Advanced Technologies

Oracle, Redwood City, CA

May 2018 to June 2023

Responsible for business strategy and go-to-market (GTM) plans for Oracle Applications (Supply Chain Management, Sales and Service Management, Connected Factory) by leveraging AI/ML, IoT, Blockchain, and Big Data/Analytics.

- Global Industry strategy for Oracle technologies and applications.
- Oracle's Data/AI-ML/Big Data strategies for industries: high technology, manufacturing, and life sciences.

Director, Industrial Internet Platform Strategy

GE Digital, San Ramon, CA

May 2013 to April 2018

As a product strategy executive, I helped GE businesses develop new transformative business models using Cloud, Big Data, and IoT.

- Led product management functions to develop an industrial Internet platform (IIoT), Predix, for GE businesses.
- Developed enterprise applications for healthcare and manufacturing industries leveraging the IIoT platform.

Director, Business Strategy

VMware Inc., Palo Alto, CA

September 2011 to April 2013

As a senior strategist, I promoted cloud-computing products to enterprise customers and effectively implemented VMware's hybrid cloud solution as the industry standard for high-technology enterprises.

- Managed customer-facing business development and valuation services team with a \$200M annual revenue.

Director, High Technology and Manufacturing

Oracle Corporation, Redwood Shores, CA

October 2007 to August 2011

Led strategic business initiatives for Oracle. Led high technology and manufacturing (HTM) industry solution group, developed and managed industry solutions, collaborated with three key alliance partners, and generated \$100M+ influenced revenue.

Founder, Chief Technology Officer

GSILogic Inc., and eHealthBridge.com, Mountain View, CA

April 1997 to June 2007

From inception, I founded and managed GSILogic Inc., a software consulting company, and grew the business to \$12M within four years. I managed critical clients in the technology industry.

Founded and managed eHealthBridge.com, a funded B2C E-commerce company providing customer relationship management (CRM) applications for the healthcare industry. Successfully exited the business.

Publications

Steiber, A., Corvello, V., & Ghosh, S. (2022). *International acquisition processes: A cultural analysis of GE Appliances' business transformation*. *Business Horizons*.

Ghosh, S., Hughes, M., Hodgkinson, I., & Hughes, P. (2021). *Digital transformation of industrial businesses: A dynamic capability approach*. *Technovation*, 102414.

Steiber, A., Alänge, S., Ghosh, S., & Goncalves, D. (2020). *Digital transformation of industrial firms: an innovation diffusion perspective*. *European Journal of Innovation Management*.

Ghosh, S., Hughes, M., Hughes, P., and Hodgkinson, I.H. (2020), *Corporate Digital Entrepreneurship: Leveraging Industrial Internet of Things and Emerging Technologies*, in Soltanifar, M., Hughes, M., and Göcke, L (Eds.), *Digital Entrepreneurship: Impact on Business and Society*, 978-3-030-53913-9, Springer, Cham. CC-BY, pp.183-207.

Ghosh, S., & Stieber, A. (2021). *Effect of Digitization on Business Model Innovation*. *Artificial Intelligence and Computing Logic: Cognitive Technology for AI Business Analytics*, 205.

Working manuscripts

Ghosh, S., Hughes, M., Hughes, P., & Hodgkinson, I. *Digital Transformation of Industrial Businesses: Role of Digital Twin and Digital Thread*. Target: Journal of Production Innovation Management.

Ghosh, S. *How AI capabilities influence data-driven business model innovation/ transformation in B2B firms*. Target: Journal of Business Research.

Pundzeine, A., Ghosh, S., Konopka, F., Teece, D. *Coopetition dynamics of healthcare platforms: Cannibalization or overarching platform?* Target: California Management Review.

Ghosh, S., Singh, S. *Influence of product life cycle management (PLM) in digital innovation: An exploratory study of digital transformation in industrial businesses*. Target: Journal of Product Innovation Management.

Conference paper

Ghosh, S. (2022). *How AI capabilities influence data-driven business model innovation: An exploratory study of industrial businesses*. World Open Innovation Conference, Eindhoven, NL.

Ghosh, S., Hughes, M., Hughes, P., & Hodgkinson, I. (2019). *Digital Transformative Capabilities – An Exploratory Study of Industrial Internet Companies*, Strategic Management Society special conference at UC Berkeley, CA, USA.

Ghosh, S., Hughes, M., Hughes, P., & Hodgkinson, I. (2018). *Developing Digital Transformative Capabilities - A Study of Industrial Internet Companies*, at GIKA Conference, Valencia, Spain.

Ghosh, S., Hughes, M., Hughes, P., & Hodgkinson, I. (2017). *Developing Digital Transformative Capabilities in a high-velocity environment*, Strategic Management Society special conference at Banff, Canada.

Research focus areas

- Digital Strategies and Transformation.
- Capability Theory: Resource-Based View, Dynamic Capability
- Innovation & Entrepreneurship: Business Model Innovation, Open Innovation