

## MUKHERJEE Anirban

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**Citizenship:** India

## Education

Aug 1999 - May 2003	Bachelors of Science (cum laude) Cornell University
Aug 2004 - May 2009	Master of Science Doctor of Philosophy Marketing, Johnson Graduate School of Management, Cornell University

## Position(s) Held

Jul 2009 - now	Assistant Professor of Marketing, Lee Kong Chian School of Business, SMU
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## Research Interests

- Research Areas:  
Competition  
Marketing

Areas of specialization:  
Forecasting pricing and product sales  
Competitive pricing decisions  
Format marketing

## Courses Taught - Undergraduate

- Marketing Management (aka Marketing 101), August 2007 - December 2007