

DR CB BHATTACHARYA

PROFILE BIO

The bio summary can be used as an introduction for CB

CB Bhattacharya is the H.J. Zoffer Chair in Sustainability and Ethics at the Katz Graduate School of Business, University of Pittsburgh. He is a world-renowned expert in business strategy innovation aimed at increasing both business and societal value. His book *Small Actions Big Difference: Leveraging Corporate Sustainability to Drive Societal Value* is a guide that helps leaders accelerate their journey towards sustainability ownership. In the book, Prof. CB highlights the connection between sustainability and the principles of psychology that influence action and individual ownership. His research and teaching focus specifically on how companies can use underleveraged “intangible assets” such as corporate identity, reputation, corporate social responsibility, and sustainability to strengthen stakeholder relationships and drive firm market value. Prof. CB has also been recognized as one of the Top 50 Cited marketing scholars by Google Scholar. He serves as Editor of special issues of many leading international publications and is often quoted and interviewed by publications, radio and TV stations. He completed his Ph.D. in Marketing from the Wharton School of the University of Pennsylvania in 1993, his MBA from the Indian Institute of Management in 1984, and his Bachelors (with Honors in Economics) from St. Stephens College, Delhi in 1982. Today, CB lives in Pittsburgh with his family.