

Shyam Gopinath

Assistant Professor of Marketing at Indiana University, Kelley School of Business
Bloomington, IN, US

Shyam Gopinath is an expert in online word of mouth, customer relationship management and entertainment industry.

Biography

Shyam Gopinath is an Assistant Professor in the department of Marketing in the Kelley School of Business, Indiana University. His areas of expertise include online word of mouth, customer relationship management, entertainment industry, econometric models of consumer dynamics.

Industry Expertise

Education/Learning

Areas of Expertise

Econometric Models of Consumer Dynamics, Entertainment Industry, Online Word-of-Mouth Marketing, Customer Relationship Management

Education

Northwestern University,
Ph.D. Marketing

University of Virginia
M.S. Statistics

IIT Madras, India
M.Tech Industrial Management

University of Kerala
B.Tech Industrial Engineering

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).