DEBANJAN (DEB) MITRA

# C O N T A C T I N F O R M A T I O N

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# E M P L O Y M E N T

*Voya Financial Global Chair and Professor of Marketing,* University of Connecticut, School of Business, 2018 till date.

*Visiting Professor,* Tuck School of Business at Dartmouth College, 2017.

*University of Florida Research Professorship,* 2016-2018.

*Visiting Professor,* Indian School of Business, 2015-2019.

*City Furniture-UF Foundation Professor of Marketing,* University of Florida, Warrington College of Business, 2014-2018.

*Associate Professor (with tenure),* University of Florida, Warrington College of Business, 2010-2011.

*Assistant Professor,* University of Florida, Warrington College of Business, 2003-2010

*Business Operations Manager*, Coca Cola Inc., 1995-1997

*Marketing Manager*, Diageo plc, 1992-1995

# E D U C A T I O N

*Ph.D., Marketing*, January 2004

*M. Phil., Marketing,* August 2000

New York University, Leonard N. Stern School of Business, New York, NY

*Post Graduate Diploma in Management*, major in Marketing and Finance, April 1990 Indian Institute of Management, Calcutta, India

*Bachelor of Technology (with Honors)*, major in Electrical Engineering, April 1988 Indian Institute of Technology, Kharagpur, India

# R E C O G N I T I O N S & A W A R D S

*Marketing Science Institute* Scholar, inaugural class, 2018.

*Emerald Citations of Excellence,* Winner of highly cited paper in Business, Emerald Group Publishing, 2015.

*Batten Fellow*, University of Virginia's Batten Institute of Entrepreneurship and Innovation, 2015-16.

*American* M*arketing Association Varadarajan Award* for Early Career Contributions to Marketing Strategy Research, 2013

*American Marketing Association* Harold H. Maynard Award for most significant contribution to Marketing thought in Journal of Marketing, 2013

*American Marketing Association* Excellence in Global Marketing Research Award, 2011 Sheth Biennial *Academy of Marketing Science* Emerging Distinguished Scholar, 2011 *Marketing Science Institute* Young Scholar, 2009

Robert D. Buzzell *Marketing Science Institute* Best Paper Award, 2007

*INFORMS* John D. C. Little Best Paper Award Finalist, 2006

*INFORMS* Frank M. Bass Best Dissertation-Based Paper Award Finalist, 2006 *American Marketing Association* Doctoral Consortium Faculty, 2007, 2011, 2014 *Joseph Taggart Fellowship*, New York University Competitive Grant, 2002

*George Burton Hotchkiss Award* for outstanding performance in New York University’s Stern School of Business Ph.D program, 2001

*Dean’s Fellowship*, Stern School of Business Competitive Grant, 2001

*Stern Doctoral Fellowship*, 1997-2001

*National Science Talent Search Scholarship*, India, 1984-1988 *Top 20 Rank Award*, High School Board Examination, 1984  **R E S E A R C H I N T E R E S T S**

Substantive Areas of Research: Brand Valuation; Quality and Innovation Analytics, Digital

Marketing Analytics, Brand Management, Marketing-Finance Interface, Market Entry, International Marketing.

Methodological Areas of Research: Time Series Analysis, Longitudinal Models, Survival Analysis, Text Mining, Machine Learning.

# P U B L I C A T I O N S

Du, Rex Yuxing, Oded Netzer, David A. Schweidel, and Debanjan Mitra (2021), “Capturing Marketing Information to Fuel Growth.” *Journal of Marketing* 85(1), 163–83.

Yan Lu, Debanjan Mitra, David Musto, and Sugata Ray (2020), “Can Brands Circumvent Marketing Regulations? Exploiting Umbrella Branding in Financial Markets,” *Marketing Science*, 39(1), 71-91.

Peter N. Golder, Debanjan Mitra, and Christine Moorman (2018), “Incorporating Customer-based Quality Considerations in Merger Analysis: Why, What, When, and How?” *The Anti-Trust Bulletin*, 63(2), 222–236.

Bharadwaj, Sundar B. and Debanjan Mitra (2016): “Satisfaction (Mis)Pricing Revisited”

*Journal of Marketing*, Vol. 80 (September), 116–121.

Shugan, Steven M. and Debanjan Mitra (2014), “A Theory for Market Growth or Decline”,

*Marketing Science*, 33(1), 47-65.

Lewis, Michael, Debanjan Mitra, and Yeujun Yoon (2013), “Customer Portfolio Composition and Customer Equity Feedback Effects: Student Diversity and Acquisition in Educational Communities,” *Marketing Letters*, 24 (1), 71-84.

Golder, Peter N., Debanjan Mitra, and Christine Moorman (2012), “What is Quality? An Integrative Framework of Processes and States,” *Journal of Marketing*, lead article, 76 (July), 1-23.

* Harold H. Maynard Award for most significant contribution to Marketing thought
* Emerald Citations of Excellence for highly cited paper in business disciplines

Mitra, Debanjan and Scott Fay (2010), “Managing Service Expectations in Online Markets: A Signaling Theory of E-tailer Pricing and Empirical Tests,” *Journal of Retailing*, 86 (June), 184-199.

Shugan, Steven M. and Debanjan Mitra (2009), “Metrics – When and Why Non-Averaging Statistics Work,” *Management Science*, lead article, 55 (January), 4-15.

Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2009), “Innovations’ Origins: When, By Whom, and How are Radical Innovations Developed?” *Marketing Science*, 28 (January), 166-179.

Mitra, Debanjan and Peter N. Golder (2008), “Does Academic Research Help or Hurt MBA Programs?” *Journal of Marketing*, 72 (September), 31-49.

* Featured on Financial Times
* Featured on BusinessWeek online
* Featured on The Chronicle of Higher Education

Fay, Scott, Debanjan Mitra, and Qiong Wang “Ask or Infer? Strategic Implications of Alternative Learning Approaches in Customization (2008),” *International Journal of Research in Marketing*, 26 (June), 136-152.

Mitra, Debanjan and Peter N. Golder (2007), “Quality’s in the Eye of the Beholder,”

*Harvard Business Review*, 85 (April), 26-28.

Mitra, Debanjan and Peter N. Golder (2006), “How Does Objective Quality Affect

Perceived Quality: Short-Term Effects, Long-Term Effects, and Asymmetries,” *Marketing Science*, 25 (May), 230-247.

* Robert D. Buzzell Best Paper Award from Marketing Science Institute (2007)
* Finalist, John D. C. Little Award for Best Paper in Marketing Science (2007)
* Finalist, Frank M. Bass Award for Best Dissertation-based paper in Marketing Science (2007)
* Featured on Handelsblatt, a top German economics and business periodical
* Featured on Insights from MSI (Marketing Science Institute)

Shoemaker, Robert W., Debanjan Mitra, Yuxin Chen, and Skander Essegaier (2003), “A Comment on Price-Endings When Prices Signal Quality,” *Management Science*, 49 (December), 1753-1758.

Bohlmann, Jonathan D., Peter N. Golder, and Debanjan Mitra (2002), “Deconstructing the Pioneer’s Advantage: An Examination of the Relative Success and Failure of Market Pioneers,” *Management Science*, 48 (September), 1175-1195.

Mitra, Debanjan and Peter N. Golder (2002), “Whose Culture Matters? Near-Market Knowledge and Its Impact of Foreign Market Entry Timing,” *Journal of Marketing Research*, 39 (August), 350-365.

* Excellence in Global Marketing Research Award

# W O R K I N G P A P E R S / P A P E R S U N D E R R E V I E W

\*denotes PhD student

Mitra, Debanjan, Peter N. Golder, and Mariya Topchy\*, “Human-Capital Value of Racial Diversity in MBA Cohorts” (under review, *Marketing Science*).

Golder, Peter N., Debanjan Mitra, and Mariya Topchy\*, “Which ‘Customers’ Perceive Student Cohort Diversity’s Educational Benefit? Large-Scale Evidence from MBA Cohorts in 141 Business Schools over 30 years” (being revised for second round reject and resubmit, *Journal of Marketing Research*).

Golder, Peter N., Debanjan Mitra, and Rachel Shacham, “A Technology- and Needs-Based Theory of Radical Innovations’ Antecedents, (under revision, for submission to *Journal of Marketing*).

Kitchens, Brent\*, Debanjan Mitra, Joseph Johnson, and Praveen Pathak, “Marketing Risk µ: The Financial Informativeness of Idiosyncratic Marketing Information” (under revision, for submission to *Management Science*).

Mitra, Debanjan, Weining Bao, and Sandip Roy\*, “What you *Don’t* Know About Consumers’ Economic Sentiment: Satisfaction as the Le Chatelier Driver” (working paper, for submission to *Marketing Science*).

Topchy\*, Mariya, Debanjan Mitra, Peter N. Golder, and Robin Coulter, “Emotion Elasticities in the Service-Emotion-Satisfaction Chain” (working paper, targeted to *Journal of Marketing*)

Topchy\*, Mariya, Debanjan Mitra, Peter Golder, and David Bergman, “The Voice of the Marketer,” (targeted to *Marketing Science*)

Mitra, Debanjan and Joseph Johnson, “Brand Hazard”*.*

Kitchens, Brent\*, Debanjan Mitra, Joseph Johnson, and Praveen Pathak, “When is Liability not a Liability Revisited: Should Financial Text Analysis Abandon General Lexicons?”

Johnson, Joseph and Debanjan Mitra, “*Festina Lente*: How Beachhead Choice Drives Regional Expansion and Success of International Firms”*.*

Mitra, Debanjan and Peter Golder, “*Meus Amicus Virtualis*: Social Influence among Strangers in Online Word of Mouth”.

# B O O K S / M O N O G R A P H S

Golder, Peter N. and Debanjan Mitra (2018), *Handbook of Research on New Product Development*, Edward Elgar Publishing.

Golder, Peter N. and Debanjan Mitra (2018), “New Product Development Research: Consolidating the Present and Guiding the Future,” in *Handbook of Research on New Product Development*, Peter N. Golder and Debanjan Mitra, editors, Edward Elgar.

Golder, Peter N., Debanjan Mitra, and Christine Moorman (2015), “A Comprehensive View of Quality and Its Implications for Managers,” *The AMA Journal Reader*, American Marketing Association (online publication)

Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2015), “Radical Innovations,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 42.

Mitra, Debanjan and Peter N. Golder (2015), “Objective and Perceived Quality,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 18.

Golder, Peter N., Julie Irwin, and Debanjan Mitra (2013), “Long-Term Market Leadership Persistence: Baselines, Economic Conditions, and Category Types” *Marketing Science Report* 13-10.

Debanjan Mitra and Peter N. Golder (2005), “Customer Perceptions of Product Quality: A Longitudinal Study,” *Marketing Science Report* 05-120.

# I N D U S T R Y A D V I S I N G

SINMAT Inc.

Nanotherapeutics Inc.

University of Connecticut Technology Commercialization Services University of Florida Innovation Hub

Center for Cloud and Autonomic Computing, UF College of Engineering. Consulted for American Airlines, The Harris Poll, TMobile, etc.

# S E L E C T E D M E D I A C O V E R A G E

“Casino marketing wars heat up over bragging rights to claim "first",” in *Hartford Courant*, Nov 18, 2019.

“SeaWorld Going to Have to Learn to Live without Shamu,” *Associated Press*, Mar 20, 2016. “Four Insights On How Great Brands Fail”, in *Forbes*, On Marketing, July 12, 2015.

“The Battle to Retain Market Leadership” in *Strategy+Business*, Booz & Co., July 5, 2013.

“Recruiters Value Academic Research”, in *Business Week* online, Research Viewpoint,

October 16, 2008

“Academic research is good for MBA students,” in *The Financial Times*, US and UK editions, September 22, 2008.

“Soapbox: Value of research” in [www.ft.com,](http://www.ft.com/) September 22, 2008. “Research brings rewards,” in [www.CNN.com.](http://www.CNN.com/)

“New Study Demonstrates Measurable Return-on-Investment of Academic Research on B-School Performance: Enhanced salaries of graduates, admissions selectivity and peer rankings cited,” in [www.Marketwatch.com,](http://www.Marketwatch.com/) *The Wall Street Journal*.

“Business-School Research Raises Starting Salaries and Prestige, Study Finds” in *The Chronicles of Higher Education*, September 22, 2008.

“König Kunde - nachtragend und undankbar,” *Handelsblatt*, Montag, August 2006.

# I N V I T E D P R E S E N T A T I O N S

Arizona State University, Duke University, Emory University, Harvard University, INSEAD, National Taiwan University, New York University, Penn State University,

Purdue University, Southern Methodist University, Syracuse University, Temple University, Tulane University, University of Connecticut, University of Colorado at Boulder,

University of Florida, University of Miami, University of Michigan at Ann Arbor, University Of Minnesota, University of Pittsburgh, University of South Carolina, University of Southern California, University of Virginia, University of Washington, University of Western Ontario, University of Wisconsin at Madison.

# S E L E C T E D C O N F E R E N C E P R E S E N T A T I O N S

“Marketing Risk” presented at the *Theory and Practice in Marketing* 2023, Lausanne, Switzerland.

“The Labor Market Value of the Educational Benefits of Cohort Racial Diversity” presented at the *Marketing Science: Diversity, Equity and Inclusion Conference* 2023 @ SMU Cox, Dallas.

“Emotion Elasticities: Asymmetric Influences of Emotions in Satisfaction Framework” presented at the 2023 *AMA Winter Conference*, Nashville.

“Predicting Hiring Decisions in Voice-to-Voice Interactions” presented at *INFORMS Marketing Science Conference*, 2022.

“What’s in the Voice? Informational Value of Vocal Data in Predicting Customer Behavior” presented at the *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Harvard Business School, 2022.

“Not All Transactions Are Emotionally Equal” presented at Theory and Practice in Marketing Conference, Emory University, 2022.

“Idiosyncratic Marketing Risk µ” invited presentation, *Global Center of Big Data in Mobile Analytics*, Temple University, 2022.

“How Affect Works: Incidental and Integral Pathways to Customer Satisfaction,” presented online at *INFORMS Marketing Science Conference*, 2021.

“Strategic Aspects of Pay What You Want (PWYW) Pricing in the Context of User Generated Content,” presented online at *INFORMS Marketing Science Conference*, 2021.

“What is More Important Online Review Volume or Content? It Depends” June 10-13, presented online at *INFORMS Marketing Science Conference*, 2020.

“Diversity’s Promise: Evidence from 141 MBA Programs over 30 Years,” *JMR Special Issue Conference: Marketing and Education*, 2019.

“Visual Talking: How Visual Cues Drive Sticky Virality of Content,” presented at *Theory and Practice in Marketing Conference*, Columbia University, 2019.

“The Beachhead Effect and Successful Regional Expansion,” presented at Yale University

*China-India Conference*, New York, Oct 2017.

“Does Umbrella Branding Circumvent Marketing Regulations?” presented at *INFORMS Marketing Science Conference*, Los Angeles, June 2017.

“Brand Hazard,” presented at *Theory + Practice in Marketing Conference*, Charlottesville, May 2017.

“Big Data, Text Mining, and Consumer-Based Service Innovation Management,” invited presentation at *European Marketing Academy Conference*, Oslo, May 2016.

“How Consumer Expectations on Economy Impact Customer Satisfaction,” presented at

*Marketing Dynamics Conference*, Hamburg, July 2016.

# S E R V I C E & A F F I L I A T I O N S

**Associate Editor:** Journal of Marketing (2018 --)

Customer Needs and Solutions

**Editorial Review** Journal of Marketing (till 2018)

**Board Member:** Marketing Letters

Quality Management Journal

**Guest Area Editor:** Marketing Science

**Ad-Hoc Reviewer:** Marketing Science

Management Science

Journal of Marketing Research Journal of Retailing

International Journal of Research in Marketing Journal of Service Research

Journal of Public Policy and Marketing Journal of Product Innovation Management Journal of Management Studies

California Management Review Electronic Commerce and Research National Science Foundation (NSF) Israel Science Foundation

**Member:** Institute for Operations Research and Management Sciences American Marketing Association

# T E A C H I N G & A D V I S I N G

**Ph.D Dissertation/** Lu Huang (New York Institute of Technology)

**Chair/ Co-Chair:** Jieun Lee (LG Inc.)

Mariya Topchy (ongoing)

*University of Connecticut School of Business*

**Ph. D Dissertation** Kritee Gujral (on Economics job market)

**Committee Member:** Clay Park (University of South Carolina)

Jihwan Moon (University of New South Wales, Australia)

Brent Kitchens (University of Virginia) Thomas Knight (University of Florida)

Yuying Shi (Texas A&M University-Commerce) Xiaoqing Jing (Georgia Institute of Technology) Qiong Wang (Penn State University)

*Warrington College of Business, University of Florida*

**DBA Dissertation** S. Michele Maletta (Flagler College)

**Committee Chair:** Jose Iglesias (University of Wisconsin - La Crosse)

*Warrington College of Business, University of Florida*

**DBA Dissertation** Timothy Halloran (Georgia Institute of Technology)

**Committee Member:** Brent Berthy (Invivo Inc.)

*Warrington College of Business, University of Florida*

**Ph.D GE/ QP** Mariya Topchy

**Committee Chair:** Debojyoti Chakrabarti

*University of Connecticut School of Business*

**Courses Taught:** Marketing Strategy Seminar (Doctoral, 2018 till date)

Multivariate Analysis in Marketing (Doctoral, 2019 till 2021) Customer Insights (Masters, 2018 till date)

Managing Brand Value (Masters, 2018 till date)

Marketing and Digital Analytics (Masters, 2018 till 2022)

New Product and Service Innovation Management (Masters, 2023)

 *University of Connecticut School of Business*

Marketing Analytics (Masters, 2016 --2018)

Marketing Strategy (Doctoral, 2014 --2018)

Problems & Methods in Marketing (Masters, 2010 --2018) Marketing Management Capstone (Bachelors, 2003 -- 2009) *Warrington College of Business, University of Florida*

Marketing Strategy (Masters, 2015 --2019)

*Indian School of Business*

Marketing for Engineers (Masters, 2017)

*Tuck School of Business, Dartmouth College*

Marketing Research (Masters, 2003), Introduction to Marketing (Bachelors, 2002) *Stern School of Business, New York University*