

Dr. Swagato Chatterjee

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Date of Birth: 02 May 1988

FULL TIME EXPERIENCE

ACADEMIC

- Dec 2017-Till Date Assistant Professor (earlier Visiting Faculty), Marketing and Analytics
Vinod Gupta School of Management
Joint Faculty, Center of Excellence in Artificial Intelligence
Indian Institute of Technology, Kharagpur
- May 2017-Dec 2017 Assistant Professor, Marketing
International Management Institute, Kolkata
- Dec 2016-Apr 2017 Assistant Professor (earlier SFA), Marketing and Data Science
Institute for Financial Management and Research (IFMR), Sri City

INDUSTRY

- July 2009 – May 2010 *Executive Trainee, NMDC Ltd*
- On the job training on various departments and functions of NMDC Ltd. Area specific training on several engineering aspects of iron ore mining

EDUCATION

- 2010-2017 FPM (Doctoral Program) in Marketing, IIM Bangalore
DAC Members: Prof Srinivas Prakhya, Prof Shainesh G and Prof Jishnu Hazra
Dissertation Topic: Social Impact on Consumer Decision Making: Analytical and Empirical Studies
- 2005-2009 B.Tech., Civil Engineering, IIT Kharagpur

RESEARCH

SPONSORED RESEARCH PROJECT

Project Title- User generated content (UGC) and consumer behavior: analytics and empirical studies
Sponsor- ISIRD, SRIC, IIT Kharagpur
Amount- INR 1249000

JOURNAL PUBLICATIONS

1. Chatterjee, S., Mukherjee, S., & Datta, B. (2021). Influence of prior reviews about a firm and its alliance partners on reviewers' feedback: evidence from the airline industry. *Journal of Service Theory and Practice*, 31(3), 423-449 (A category journal in ABDC list)
2. Mukherjee, S., & Chatterjee, S. (2021). Webrooming and showrooming: a multi-stage consumer decision process. *Marketing Intelligence & Planning*. Forthcoming (A category journal in ABDC list)
3. Chatterjee, S, Goyal, D, Prakash A and Shamra J, (2020). Exploring healthcare/health-product ecommerce satisfaction: A text mining and machine learning application, *Journal of Business Research*, 131, 815-825 (A category journal in ABDC list)
4. Ghatak A, Chatterjee S and Bhowmick B, (2020). Intention towards Digital Social Entrepreneurship: An Integrated Model, *Journal of Social Entrepreneurship*, Forthcoming (B category journal in ABDC list)
5. Chatterjee S, (2020), Order of justice in queues of emerging markets, *Journal of Consumer Marketing*, 37(6), 605-616 (A category journal in ABDC list)
6. Kittur P and Chatterjee S, (2020), Goods and services-related brand image and B2B customer loyalty: Effect of Construal Level, *Journal of Business and Industrial Marketing*, 36(1), 17-30 (A category journal in ABDC list)
7. Chatterjee S and Mandal, P, (2020), Customer satisfaction and recommendation in airlines: Role of travel goals, class and culture, *Tourism Management*, 80 (A* category in ABDC list)
8. Chatterjee, S (2019) Drivers of helpfulness of online hotel reviews: A sentiment and emotion mining approach, *International Journal of Hospitality Management*, 85, (ABDC A* category)
9. Chatterjee S, (2019) Explaining customer ratings and recommendations by combining qualitative and quantitative user generated contents, *Decision Support Systems*, 119, 14-22 (ABDC A* category)
10. Tatarvarthy A. D., Chatterjee S. , Sharma P (2019) Exploring the moderating role of construal levels on the impact of process versus outcome attributes on service evaluations. *Journal of Service Theory and Practice*. 30 1-40 (ABDC A category)
11. Chatterjee S, (2019) Signaling service quality through price and certifications, *Global Business Review*, Forthcoming (Vol 20 Issue 6) (ABDC C category)
12. Chatterjee S, (2018). The Impact of Actual-Service-Provider Failure on the Aggregator, *Journal of Strategic Marketing*, Vol 26 Issue 7, pp. 628-647 (ABDC A category)
13. Chatterjee, S; Sainath, C N and Shainesh G, (2018) Does intention translate into action? Investigating the impact of loyalty intention on future usage, *Journal of Indian Business Research*, Vol 10 Issue 2, pp. 151-169 (ABDC C category)

14. Chatterjee S, (2016), "Modeling loyalty intention and word-of-mouth behavior towards fast moving technology products (FMTP)", *International Journal of E-Services and Mobile Applications*, Vol 8 Issue 3, pp. 20-37 (Scopus)

PAPERS IN PIPELINE

1. Panamand M and Chatterjee S, "Explaining and predicting click-baitiness and click-bait virality: Role of language", Under Review at *Information and Management* (A* in ABDC list)
2. Chatterjee S and Mandal P, "Exploring online reviewer trustworthiness and its impact by combining qualitative and quantitative information", TO be submitted at *International Journal of Research in Marketing* (A* in ABDC list)
3. Kittur, P and Chatterjee, S, "Trust and Reliance in B2B relationships: Differences, Interrelationships, Antecedents and Consequences", Under Review at *Journal of Business Research* (A in ABDC list)
4. Chatterjee S, "What makes an online review helpful: review or reviewer? Moderating effect of construal level", Under Review at *Journal of Consumer Marketing* (A category in ABDC list)
5. Goswami, R; Kittur, P and Chatterjee, S, "Leveraging service recovery strategy by aggregator for service failures by actual-service-provider", Under Review at *Journal of Consumer Marketing* (A category journal in ABDC list)

CONFERENCE PRESENTATIONS

1. "Importance of others' opinion about an airline and its alliances: Combining qualitative and quantitative user generated content", *ISDSI 2019*
2. "Exploring online reviewer trustworthiness and its impact by combining qualitative and quantitative information", *ISB-Booth Marketing Conference 2019*
3. "Through the Looking Glass: Role of Construal Level on Description-Intensive Reviews", *NA-ACR Conference 2017*
4. "Social justice in service queues of emerging markets", 10th*Great Lakes NASMEI Marketing Conference*, 2016
5. "My view or your view: Social impact on consumer's electronic word of mouth (eWOM) behavior", *Tilburg TIBER Conference 2016*
6. "The Journey Or the Destination: Asymmetric Impact of Process and Outcome on Service Evaluations", *AP - Asia-Pacific Advances in Consumer Research* Volume 11, pp. 110-111
7. "Look ahead or look back: Social influence on consumer decision making in service queues", *Inform's Marketing Science Conference 2014*, Emory University, Atlanta, USA

8. "Modeling Consumer Switching Intention and Behavior", 2014 AMS Annual Conference, Indianapolis, USA
9. "Impact of quality, value, satisfaction and loyalty on future buying behavior", 2014 Annual Conference of the Emerging Markets Conference
10. "Drivers of Retailer Sales: Exploring the role of value, satisfaction and loyalty", 7th Great Lakes-NASMEI Marketing Conference, 2014
11. "Modeling service quality signals by price-certification combination", 4th Conference on Excellence in Research and Education 2012
12. "Brand Credibility as a measure of Brand extension", 5th Great Lakes-NASMEI Marketing Conference, 2011
13. "Profitability of unorganized service sector: A sustainable marketing approach", 5th Great Lakes-NASMEI Marketing Conference, 2011
14. "Productivity of unorganized service sector: A study on street food vendors", Doctoral Colloquium 2011, IIM Ahmedabad
15. "Relief Well Drainage Proposal for a more Reliable Municipal Water Supply", CISTUP, 2010, Indian Institute of Science, Bangalore

TEACHING ASSIGNMENTS

MBA Teaching Feedback

Marketing Analytics (Feedback: 4.02/5), Marketing Management (Feedback: 4.51/5), Digital Marketing, Retail Marketing (4.12/5), Statistics for Management (Feedback: 4.56/5), Market Research (Feedback: 4.28/5), Customer Relationship Management (4.72/5), Integrated Marketing Communication (4.12/5), Pricing, CRM, Brand and Product Management, Service Marketing, B2B Marketing

Invited Talk

Supply Chain Issues and Supply Chain Games (Invited Talk): Indian Oil Corporation

Six Sigma (Invited Talk): Indian Oil Corporation

Data Visualization (Invited Talk): Reserve Bank of India

Entrepreneurship and Academia (Invited Talk): Yes Bank

Best Practices of Online Teaching (Invited Talk): Indian Institute of Plantation Management

Visiting Faculty/Guest Lecture

Marketing Analytics (PG): XLRI Jamshedpur

Power of Excel (MBA): Guest Lecturer at Narsee Monjee Institute of Management for two academic years

Marketing Analytics (PG): SP Jain Global School of Management

Customer Relationship Management (PG): Institute for Financial Management and Research

Retailing and Franchising (PG): MDI Murshidabad

MDP/Workshop

Business Analytics for Managers (MDP): IIM Calcutta, MDP Program by IITKGP

HR Analytics (MDP / QIP Program): Visiting Lecturer at VGSOM, IIT Kharagpur

HR analytics (MDP): NTPC, BEL

Business Analytics with R (Corporate Program): Genpact, Ernst and Young, CSC, Yes Bank
TEG Analytics, Hindustan Petroleum, MDP
Program by IITKGP

Managing Consumer Complaints in Digital World (MDP): MDP Program by IITKGP

Big Data Analytics with R (MDP): Officers of Indian Economic Services

Digital Transformation Program-IOT, Cloud, Blockchain, Industry4.0 (MDP): Officers of
Indian Economic Services, Indian Oil
Corporation, Redington Gulf

Total Revenue Generated for IIT Kharagpur: INR 1 Crore 40 Lakh

ACADEMIC SERVICES

Assistant Editor Journal of Indian Business Research

Ad hoc reviewer: *European Journal of Marketing, European Journal of Operations research,
International Journal of Retail and Distribution Management, ACR
Conferences, IIMB Management Review, Journal of Indian Business Research,
AMA Conference*

Guiding B.Tech

Project: Leela Bharath, Bittu Bharath, Akash Goyal, Ayush Paliwal, Onkar Warkare,
Chetan Singh Rana, Rahul Patra, Suraj

PhD Guidance: Prathamesh Kittur, Gaurav Sharma, Rahul Goswami, Tarunima Mishra

PhD DAC Member: Pankaj Viswakarma, Preethi Rathi, Mohidul Alam Mallick,
Binay Kumar Rajak

ADMINISTRATIVE RESPONSIBILITIES

Admission coordinator, Executive MBA, VGSOM, IIT Kharagpur (2018, 2019, 2020)

Coordinator, Silver Jubilee Celebration, VGSOM, IIT Kharagpur (2018)

MDP Co-coordinator, VGSOM, IIT Kharagpur (2018, 2019)

Coordinator, Corporate and Media Interaction, VGSOM, IIT Kharagpur (2019, 2020)

Placement coordinator, VGSOM, IIT Kharagpur (2020)

AWARDS, ACCOLADES, GRANTS AND FELLOWSHIPS

Top Teaching Feedback 2018 – Statistics for Management

Doctoral Fellowship – IIMB 2010-2015

International Conference Travel Grant IIMB - \$2000 April 2014

AIM AMA Sheth Doctoral Consortium Fellow January 2014

MMM Scholarship – IIT Kharagpur 2005-2009

OTHER INDUSTRY EXPERIENCE

05/13-06/16

Cofounder, Listen2Data Consultancy

Analytics consultancy to organizations and institutions. Worked in analytics consultancy projects with Times of India, Coca Cola, Technosoft Corporation, Namura Research Institute, Mitsubishi Chemicals etc.

Analytics training in various domains of business such as marketing, HR, operations management, finance etc. in companies like Genpact, TEG Analytics, Ernst and Young, CSC etc.

Market research consultancy

INDUSTRY CONSULTANCY PROJECTS

| Project | Description | Client |
|---------------------------------------|---|---|
| Employee Survey | Morale HR Morale Survey and Analysis | One of the Biggest Automotive Brand |
| Production planning and Scheduling | Production planning and scheduling for its plants with dynamic demand and uncertain downtime | Large Carbon Black Company in India |
| Printing finish time prediction | Predicting production finish time based on input parameters and downtime estimation | Times of India |
| New product introduction tracking | Performance tracking and forecasting of new product introduction | The biggest beverage brand in the world |
| Margin Analysis | Comparative margin analysis in financial and non-financial benefits for the distribution channel of the beverage company, its competitors and benchmark companies | The biggest beverage brand in the world |
| Credit Mechanism | Scoring Credit Scoring Mechanism | A nationalized bank |
| Social Media Tracking and Text Mining | Creating insights from social media and review websites tracking | RainMan Consulting |
| Sales and Forecasting | Price Sales and Price forecasting in the petrochemical industry to help the production planning. | Fortune 500 Chemical Company |

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| Customer qualification and choice modeling | POC Development for a customer qualification model and consumer choice making model in auto retail industry | Technosoft Corporation |
| Impact study on development programs for disable persons | Finding the impact of the development programs given by APD Bangalore to the disable persons in terms of quality of life, employment, inclusiveness etc. | The association of persons with disability, Bangalore |
| Employment opportunities of disabled persons in Bijapur district | Finding the employment scenario of disables persons in the industries of agriculture, horticulture, sericulture, animal husbandry etc. in Bijapur District | The association of persons with disability, Bangalore |
| Impact of educational improvement programs of a NGO on the key indicators of the education of marginalized girls | Finding the impact of the educational improvement initiatives including the process and outcome indicators. Baseline and end-line comparison and intervention and non-intervention comparison in terms of performance of the marginalized girls in learning assessments. | Indus Learning |
| Parking facility management in shopping malls | Estimation of arrival and departures of motor vehicles in the parking slots of shopping malls based on time, day type etc. Dynamic optimization of gate and resource allotment to ensure highest productivity and profit from the two segments of parking slot customers, namely planned and unplanned visitors. | Pristech Analytics, Bangalore |

REFERENCES

Prof Srinivas Prakhya
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