

**Tuheena Mukherjee (PhD., IIT D)**

**Assistant Professor** – Vinod Gupta School of Management, IIT Kharagpur

**Areas of Interest-** High Performance work systems, Emotions in Organizations, Social Psychology

### **Professional Memberships**

1. Academy of Management
2. Member Asian Association of Social Psychology
3. Member National Academy of Psychology

**Visiting Scholar-** Beedie School of Business, Simon Fraser University, British Columbia, Canada

### **Papers Published**

#### ***Journal Publications***

1. Mukherjee, T. & Bhal, K.T. (2016). Understanding promotional service interactions through social exchange theory of affect. *Journal of Promotion Management* (Forthcoming)
2. Mukherjee, T. & Maheshwari, S. (2014), The positive side of call centers: An Indian perspective, *South Asian Journal of Global Business Research*, 3(1), 36-53.
3. Mukherjee, T. & Bhal, K.T. (2011). Can we talk about emotional flexibility? Cognitive emotional regulation strategies as moderator of the relationship between emotional labor and self-esteem. *Global Journal of Flexible Systems Management*, 12(1-2), 47-58.

#### ***Proceedings***

1. **Mukherjee, T.** & Maheshwari, S. (2011). Assessing the relevance of Wong and Law Emotional Intelligence Scale in Indian Context. In proceedings of National Conference on,

Psychological Measurement: Strategies for the New Millennium, IGNOU, New Delhi. (pp. 22-30)

2. **Mukherjee, T.** & Bhal, K. T. (2010). Customer reactions to surface and deep acting by call center agents. In proceedings of COSMAR-2010, Indian Institute of Science, Bangalore.

### ***Book Reviews***

1. **Mukherjee, T.** (2009), [Review of the book Advances in the Psychology of Justice and Affect]. *Psychology and Developing Societies*, 21, 151-159.

### **Research Projects**

1. India Partner in **Human Resource Climates Project funded by SSHRC (Social Sciences and Humanities Research Council of Canada)**. PI Prof. Ali Dastmalchian, Dean, Beedie Business School, Vancouver, Canada.
2. Co-PI, project on “A case study of hardwood timber business by the migrant community in satpura region”, funded by Ambedkar University Delhi
3. Part time Research Consultant in project named ‘ICTs and Urban Micro-enterprises’, funded by International Development Research Center (IDRC), Canada, 2011 (CI: Dr. Vignesh Illavarasan, HUSS IIT Delhi).

### ***International Conferences:***

1. **Mukherjee, T.** & Khanna, A. (2015). Understanding Consumer Behavior on Digital Portals from Theory of Planned Behavior Perspective. *11<sup>th</sup> Biennial Conference of Asian Association of Social Psychology*, Cebu City, Philippines Aug. 19- 22.
2. **Mukherjee, T.** & Bhal, K.T. (2013). Perceived Ethicality of Emotional Labor. *10<sup>th</sup> Biennial Conference of Asian Association of Social Psychology*, Yogyakarta, Indonesia, Aug. 21- 24.

3. Maheshwari S. & **Mukherjee T.** (2013). Revisiting Terror Management Theory in Elderly Hindu Kalpvasis (Pilgrims). *10<sup>th</sup> Biennial Conference of Asian Association of Social Psychology*. Yogyakarta, Indonesia, Aug. 21-24.
4. **Mukherjee, T.** & Bhal, K. T. (2011). The Role of Agent and Customer Characteristics in determining Successful Service Interactions. *9<sup>th</sup> Biennial Conference of Asian Association of Social Psychology*. Kunming, China, July 28-31.
5. **Mukherjee, T.** & Bhal, K. T. (2010). Customer Reactions to Surface and Deep Acting by Call Center Agents. *10<sup>th</sup> International Consortium for Students in Management Research*, Bangalore, Nov. 25-26.
6. **Mukherjee, T.** & Bhal, K. T. (2009). Cognitive Emotional Regulation Strategies as moderator of the relationship between Emotional Labor and Stress. *8<sup>th</sup> Biennial Conference of Asian Association of Social Psychology*, Delhi, Dec 11-14.

***National Conferences:***

1. Maheshwari, S. & **Mukherjee, T.** (2015). Relationship between belief in just world and satisfaction with life: The moderating role of self-esteem. *The Centenary Conference on Psychology, in collaboration with NAOP, IAAP, IACP & DIPR*, October 9 -11, 2015 at Kolkata
2. Roy. S., Maheshwari S., & **Mukherjee T.** (2014). How facebook use makes people more brand conscious: the mediating role of social comparison. *National Seminar on Social Change in Contemporary India: Psychological Dimensions and Social Response*, New Delhi, Mar. 21-22.
3. **Mukherjee T.** & Bhal K. T. (2011). Role of Social Support in Relation between emotional labor strategies and Employee Outcomes. *XXI Annual Convention of National Academy of Psychology*, IRMA Anand, Dec. 12-14.
4. **Mukherjee, T.** & Maheshwari, S. (2011). Assessing the relevance of Wong and Law Emotional Intelligence Scale in Indian Context. National Conference on, Psychological Measurement: Strategies for the New Millennium, New Delhi, March 4-5.

5. **Mukherjee, T.** & Bhal, K. T. (2010). Emotional labor in call centers: Causes and consequences. *National Science Day, Indian Institute of Technology, Delhi*, Feb 25-28.
6. **Mukherjee, T.** & Bhal, K. T. (2008). Role of Gender in perceived Emotional labour and its impact on Self Esteem. XVIII Annual conference of National Academy of Psychology. Guwahati, Dec. 14-17.
7. Maheshwari, S., **Mukherjee, T.** & Bhal, K.T. (2008). Role/Non-Role Stressors and its Impact on employees' Self-Esteem and Job Satisfaction: A Study of Call Centre Employees. *XVIII Annual conference of National Academy of Psychology*. Guwahati, Dec. 14-17.
8. **Mukherjee, T.**, Maheshwari, S. & Bhal, K.T. (2008). Stress at Call Centres: Dimensions and its Correlates. *12th International and 43rd National Conference of the Indian Academy of Applied Psychology*. Kolkata, Feb 7-9.

### **Awards and Honors**

1. Highly Commended Paper 2015 by Emerald group for paper entitled "The positive side of call centers: An Indian perspective".
2. Awarded Park Jung-huen Jung Tae-gon Young Scholar Award 2011, for Best Doctoral Dissertation, by the Asian Association of Social Psychology, July 27- 31<sup>st</sup> (2011) at Kunming, China.
3. Awarded Third Prize for Best Paper at the 10<sup>th</sup> International Consortium for Students in Management Research for paper titled "Customer Reactions to Surface and Deep Acting by Call Center Agents" November 25-26, (2010) at Indian Institute of Science, Bangalore.
4. Nominated by IIT Delhi with full sponsorship for Summer School on "Leadership for Global Challenges" University of Exeter, U.K. (2010).
5. Awarded Best paper at Psychological Measurement: Strategies for the New Millennium, National Conference, IGNOU, March, 4-5, (2011) for paper titled: Mukherjee T.

& Maheshwari S. (2011). "Assessing The Relevance of Wong and Law's Emotional Intelligence (EI) Scale in Indian Context", IGNOU, Delhi.

6. Recipient of Chancellor's medal for "Best All Round Student of Arts Faculty" (2004), Allahabad University.
7. Recipient of Jawaharlal Nehru Scholarship for Meritorious Students, (2004)
8. Member of Indian Youth Delegation to China, in the area of academics as per the joint declaration of Honorable Prime Minister of India and Honorable President of Republic of China, 2007.