

# Anindita Chakravarty

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## CURRENT POSITION

Associate Professor of Marketing, Department of Marketing, Terry College of Business, University of Georgia.

## EDUCATIONAL QUALIFICATIONS

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| 1996-1999 | B.Sc with concentration in Chemistry from Jadavpur University, India               |
| 1999-2001 | M.B.A with concentration in Marketing from University of Calcutta, India           |
| 2005-2010 | PhD in Marketing from the Smeal College of Business, Pennsylvania State University |
| 2010-2017 | Assistant Professor of Marketing, Terry College of Business, University of Georgia |

## RESEARCH INTERESTS

Empirical Modeling of Issues related to Marketing Metrics, Marketing Accountability and Marketing Strategy

## JOURNAL PUBLICATIONS

Saboo, Alok, Amlsh Sharma, Anindita Chakravarty and V. Kumar, "Influencing Acquisition Performance in High Technology Industries: Role of Innovation and Relational Overlap" Forthcoming at *Journal of Marketing Research*. Equal Contribution.

Chakravarty, Anindita and Rajdeep Grewal (2016), "Analyst Earning Forecasts and Advertising and R&D Budgets: Role of Agency Theoretic Monitoring and Bonding Costs" *Journal of Marketing Research*, 54 (4), 580-96.

Saboo, Alok, Anindita Chakravarty and Rajdeep Grewal (2016), "Organizational Debut on the Public Stage: Marketing Myopia and Initial Public Offering" *Marketing Science*, 35, 4, 656-675.

Chakravarty, Anindita, Alok Kumar and Rajdeep Grewal (2014), “Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms” *Journal of Marketing*, 78, 5 (Lead Article), 1-23.

Chakravarty, Anindita, Rajdeep Grewal, Suprateek Sarker, and V. Sambamurthy (2014), “Choice of Geographical Location as Governance Strategy in Outsourcing Contracts: Localized Outsourcing, Global Outsourcing, and Onshore Outsourcing” *Customer Needs and Solutions*, 1, 11-22.

Chakravarty, Anindita, Rajdeep Grewal, and V. Sambamurthy (2013), “Information Technology Competencies, Organizational Agility, and Firm Performance: Enabling and Facilitating Roles” *Information Systems Research*, 24,4, 976-997.

Chakravarty, Anindita and Rajdeep Grewal (2011), “The Stock Market in the Driver’s Seat! Implications for R&D and Marketing Budgets” *Management Science*, 57, 9, 1594-1609.

Grewal, Rajdeep, Anindita Chakravarty, and Amit Saini (2010), “Governance Mechanisms and the Making of Business-to-Business Electronic Markets” *Journal of Marketing*, 74, 4, 45-62. Equal Contribution.

Chakravarty, Anindita, Yong Liu, and Tridib Mazumdar (2010), “The Differential Effects of Online Word-of-Mouth and Critics’ Reviews on Pre-release Movie Evaluation,” *Journal of Interactive Marketing*, 24, 185-97.

Grewal, Rajdeep, Anindita Chakravarty, Min Ding, John Liechty (2008), “Counting Chicken Before the Eggs Hatch: Associating New Product Development Portfolios with Shareholder Expectations in the Pharmaceutical Sector” *International Journal of Research in Marketing*, 25 (4), 261-272.

### **BOOK CHAPTER (REFEREED)**

Chakravarty, Anindita and Rajdeep Grewal (2012), “Putting the Cart before the Horse: Short- term Performance Concerns as Drivers of Marketing Related Investments” in the Handbook of Marketing and Finance, (ed.) Shankar Ganesan, Edward Elgar Publishing, Northampton, MA .

### **PAPERS IN THE REVIEW PROCESS**

Nikolov, Atanas, Anindita Chakravarty and Sundar Bharadwaj, “ Myopic Management: Stakeholder Antecedents and Asymmetric Responses,” Submitted to *Journal of Marketing Research*.

Chakravarty, Anindita, Rui Wang and Feng Tian, “Advertising and Earnings Quality” Submitted for second round review at *International Journal of Research in Marketing*.

**WORKING PAPERS**

Chakravarty, Anindita, Guiyang Xiong and Alok Saboo “Are Firms Learning from Product Recalls: The Role of the Stock Market” Targeted for *Journal of Marketing*.

Wang, Pengyuan, Anindita Chakravarty and Phi Cong Hoang, “ Role of Emotions in Online Advertising,” Targeted for *Marketing Science*.

Chakravarty, Anindita, Chen Zhou and Ashish Sharma, “Complementarities in Network Embeddedness between Focal and Partner Alliance Firms,” Targeted for *Journal of Marketing*.

Nikolov, Atanas, Sundar Bharadwaj and Anindita Chakravarty, “ Antecedents and Consequences of Unexpected Advertising Spending,” Targeted for *Journal of Marketing Research*.

**RESEARCH RECOGNITIONS**

Winner of the 2017 Lehmann Award for the Best-Dissertation-Based Article published in the Journal of Marketing or Journal of Marketing Research, awarded by the American Marketing Association.

Finalist for the 2010 Harold Maynard Award for outstanding contribution to Marketing Theory, awarded by the American Marketing Association.

Finalist for the 2011 Best Paper Award in the Journal of Interactive Marketing presented by the Direct Marketing Educational Foundation.

**RESEARCH GRANT**

Received the Terry-Sanford Research Award from the Terry College of Business, 2016.

Awarded a competitive research grant by the Marketing Science Institute, 2012-13.

Received the Terry-Sanford Research Award from the Terry College of Business, 2013.

**TEACHING EXPERIENCE**

Spring 2017	Taught the Phd Seminar on Empirical Models in Marketing with full responsibility at the Terry College of Business, University of Georgia.
Spring 2017	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2016	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of

	Georgia.
Spring 2015	Co-taught the Phd Seminar on Empirical Models in Marketing at the Terry College of Business, University of Georgia.
Spring 2015	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2014	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2013	Undergraduate Course Advising for Honors Credit for 3 marketing Seniors at the Terry College of Business, University of Georgia.
Spring 2013	Co-taught the Phd Seminar on Empirical Models in Marketing at the Terry College of Business, University of Georgia.
Spring 2013	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2012	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Fall 2010	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.

### **EDITORIAL DUTIES**

Member of the Editorial Review Board of Journal of Marketing, May 2017 – Present.

Member of the Editorial Review Board of Journal of Interactive Marketing, April 2015 – Present (Awarded Certificate for Reviewing Excellence in 2014).

Member of Editorial Review Board of Customer Needs and Solutions, November 2013 – Present.

Reviewer for Decision Sciences, May 2015 – Present.

Reviewer for Journal of Marketing Research, March 2015 – Present.

Reviewer for Journal for Small Business and Enterprise Development, November 2015 – Present.

Reviewer for Management Science, October 2013 – Present.

Reviewer for the Journal of Retailing, May 2012 – Present.

Reviewer for the Journal of Marketing, January 2011 – Present.

Reviewer for ISBM (Institute for the Study of Business Markets) Dissertation Competition, 2013, 2016.

Reviewer for the Innovation and Sales Tracks of the Summer AMA conference held in Boston, MA in August 2013.

Reviewer for Marketing Strategy Track of the Winter AMA conference held in Las Vegas, Nevada in February 2013.

Reviewer for the Sales and Marketing Strategy Tracks of the Winter AMA conference held in St. Pete, Florida in 2012.

Reviewer for the Shankar-Spiegel Dissertation Proposal Competition, June 2012.

Reviewer for ISBM (Institute for the Study of Business Markets) Handbook of B2B Marketing, 2011.

Reviewer for the PDMA (Product Development Management Association) Academic Research Forum, 2010.

### **CONFERENCE PRESENTATIONS AND INVITED TALKS**

“Complementarities in Network Embeddedness between Focal and Partner Alliance Firms,” at the INFORMS Marketing Science Conference, 2017.

“Role of Emotions in Online Advertising,” at the INFORMS Marketing Science Conference, 2017.

“Myopic Management: Stakeholder Antecedents and Asymmetric Responses,” at the Winter American Marketing Conference, 2017.

“Are Firms Learning from Product Recalls: The Role of the Stock Market” at the *Winter American Marketing Association Conference*, 2016.

Invited to present research at the Singapore Management University, Singapore in 2015.

“Are Firms Learning from Product Recalls: The Role of the Stock Market” at the *INFORMS Marketing Science Conference*, 2015.

“Real Activity Manipulation during IPOs and the Interactions with Stock of Firm Social Capital” at the *Winter American Marketing Association Conference*, 2013.

“Antecedents of Abnormal Advertising Spending” at the *INFORMS Marketing Science Conference*, 2012.

“Role-Reversal at the Interface of Marketing and Finance: Consequences of Analyst Forecasts for Marketing” at the *INFORMS Marketing Science Conference*, 2011.

“New Product Development and Marketing Flexibility: Its Effects on New Product Radicalness and Performance” at the *Winter American Marketing Association Conference*, 2011.

“Real Activity Manipulation: A Case of Short Term Stock Market Appeasement” at the *Winter American Marketing Association Conference*, 2010.

“Stock Market in the Driver’s Seat! Implications for Marketing and R&D” at the *INFORMS Marketing Science Conference*, 2009.

“Strategic Emphasis between Marketing and R&D: The Role of Historical Share Price Performance” at the *Winter American Marketing Association Conference*, 2009.

“Counting Chicken Before the Eggs Hatch: Associating New Product Development Portfolios with Shareholder Expectations in the Pharmaceutical Sector” at the *Harings Symposium, Indiana University*, 2008.

“Offshore, Onshore and Global Outsourcing of IS Related Processes: An Assessment of Economic Value Using a Comparative Event Study” at the *INFORMS Marketing Science Conference*, 2007.

“Persuasive Impact of Online User Comments versus Expert Reviews: The Role of Category Consumption Frequency” at the *INFORMS Marketing Science Conference*, 2005.

## **OTHERS**

Peter Liberti / Judy D. Olian Scholarship by Pennsylvania State University in 2009.

AMA – Sheth Foundation Doctoral Fellow, Atlanta 2009.

Nomination as presenter at the Harings Symposium, Bloomington 2008.

Smeal Competitive Dissertation Award by the Smeal College of Business, Pennsylvania State University in Spring, 2008.

Wilson Scholarship by the Department of Marketing, Pennsylvania State University in Spring, 2008.

Scott Scholarship by the Department of Marketing, Pennsylvania State University in Spring, 2007.

Best Candidacy Exam Award by the Department of Marketing, Pennsylvania State University in Spring, 2007.

Research Award by Institute for the Study of Business Markets (ISBM), Pennsylvania State University in Spring, 2006.

D.K. Sanyal Scholarship by University of Calcutta, 1999, 2000.

### **CURRENT PROFESSIONAL AFFILIATIONS**

American Marketing Association (2009-present)

### **ADMINISTRATIVE POSITIONS**

Dissertation Committee Member for Atanas Nikolov (UGA PhD student graduating 2016) and Ashish Sharma (UGA PhD student graduating 2018)

Faculty Mentor for UGA Connections Mentoring Program, 2013 – 2015.

Faculty advisor for Masters in Marketing Research Project with Vistakon, Inc, 2011 – 2012.

Member of Recruitment Committee for the Department of Marketing, Terry College of Business, University of Georgia, 2011, 2016.

Member of the Specialty Certificate Program Committee, Terry College of Business, University of Georgia, 2011 - 2015.

Service as Judge for the Terry Professional Selling Competition, University of Georgia, 2010, 2011.

### **ADDITIONAL WORK EXPERIENCE**

2001- 2003            Sales Manager for small and medium businesses at ICICI Bank, India. I managed a customer portfolio of 60 businesses. I also headed a sales team of 10 people for new customer acquisitions and for maintaining ongoing customer relationships.