Anindita Chakravarty

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Terry College of Business
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POSITION

Professor of Marketing, Department of Marketing, Terry College of Business, University of Georgia, Since Fall 2024.

Associate Professor of Marketing, Department of Marketing, Terry College of Business, University of Georgia, Fall 2017 – Spring 2024.

Assistant Professor of Marketing, Terry College of Business, University of Georgia, Fall 2010 – Spring 2017.

EDUCATIONAL QUALIFICATIONS

1996-1999	B.Sc in Chemistry from Jadavpur University, India
1999-2001	M.B.A from University of Calcutta, India
2005-2010	PhD in Marketing from the Smeal College of Business, Pennsylvania State University

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

Sharma, Ashish, Elham Yazdani and Anindita Chakravarty, "Using Owned Social Media Accounts for Product Recall Reminders: An Ethical Dilemma and a Path Forward" Conditionally Accepted at ***Journal of the Academy of Marketing Science.***

Yazdani, Elham, Anindita Chakravarty and Jeffrey Inman (2025), "Racial Inequity in Donation-based Crowdfunding Platforms: The Role of Facial Emotional Expressiveness", 89 (4), 140-160 at ***Journal of Marketing***, 89 (4), 140-60.

Whitley, Sarah, Anindita Chakravarty and Pengyuan Wang (2025), "Positive Emotions During Search Engine Use: How You Feel Impacts What You Search For and Click On", 89 (1), 77-93 at ***Journal of Marketing***.

(Mentioned in 12 news outlets including MBN, ZAP, INDEX, EARTH, SCIENCE DAILY among others).

Yazdani, Elham, Anindita Chakravarty, and Jeffrey Inman (2024) "(Mis) alignment between Facial and Textual Emotions and its Effects on Donors' Engagement Behavior in Online Crowdsourcing platforms." ***Journal of the Academy of Marketing Science***, 53 (4). 968-88.

Chakravarty, Anindita (2024). Research Note "Replicating Published Literature Review using ChatGPT-Plus: Observations". ***Customer Needs and Solutions****, 11*, 1-6.

Chakravarty, Anindita (2023). "Review of Marketing Relevant Real Activity Manipulation," ***Customer Needs and Solutions***, 10 (1), 1-16.

Mathur, Manisha, Danae Lawrence and Anindita Chakravarty (2023), "Leveraging Consumer Personality and Social Media Marketing to Improve Brand's Social Media Equity," ***International Journal of Consumer Studies,*** 47 (3), 1076-94.

Zhang, Vincent, Seoyung Kim and Anindita Chakravarty (2023), "Influence of Pull Marketing Actions on Marketing Action Effectiveness of Multichannel Firms: A Meta-Analysis," ***Journal of Academy of Marketing Science,*** 51 (2), 310-33**.**
(Best Track Paper at the Winter AMA 2019, Winner of Bearden Award at the South-Eastem Marketing Symposium 2019).

Chakravarty Anindita, Alok Saboo and Guiyang Xiong (2022), "Marketing's and Operations' Roles in Product Recall Prevention: Antecedents and Consequences," ***Production and Operations Management*****,** 31(3), 1174-90**.**

Wang, Pengyuan, Anindita Chakravarty and Jian Yang (2021), "Can Emotions be used as Keywords for Text-based Search Engine Advertising?," ***Journal of Interactive Advertising***, 21 (3), 159-73.
Featured Interview with Today in Digital Marketing Podcast by Tod Maffin (Today in Digital Marketing) on 12/15/2021.

Chakravarty, Anindita, Chen Zhou and Ashish Sharma (2020), "Partner's Network Ties Relative to Mine: Implications for Alliance Performance and Risk," ***Journal of Marketing***, 84 (6), 74-94.

Saboo, Alok, Amlesh Sharma, Anindita Chakravarty and V. Kumar (2017), "Influencing Acquisition Performance in High Technology Industries: Role of Innovation and Relational Overlap" ***Journal of Marketing Research***, 54 (2), 219-38. 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.
Winner of 2017 Lehmann Award, 2021, Finalist for Weitz-Winer-O'Dell Award.

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 CHAPTERs (REFEREED)

Sharma, Ashish and Anindita Chakravarty, "The Marketing-Finance Interface in Interorganizational Relationships: Ecolution, Insights and Future Directions," in the Handbook of Inter-Organizational Research, (ed.) Rajdeep Grewal, Forthcoming.

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

Davis, Nicole, Elham Yazdani, Julio Sevilla and Anindita Chakravarty, "The Effect of Recipient's Gender on Donation Behavior," Being revised for third round review at ***Journal of Marketing*.**

Zhuo, Zhendong, Chen Zhou, Yanlai Chu, and Anindita Chakravarty, "Impact of Product Selection on Streamer Survival in Live-Streaming Selling", Submitted to ***Journal of Marketing Research.***

Zhang, Peng and Anindita Chakravarty, "Post-Sales Launch Trajectory for Experience Goods: Role of Pre-release advertising responsiveness," Being revised for second round review at ***Journal of Advertising Research.***

Zhang, Peng and Anindita Chakravarty, "Effects of Platform facilitated BNPL on Business Performance via Suppliers' Market Share Differences," Submitted to ***European Journal of Marketing***.

WORKING PAPERS

With Zhendong Zhang, Chen Zhou and Yanlai Chu, " Product Selection Strategies and Livestreaming Sales", Working Paper (International Collaboration)

With Suyoung Moon, "Social Media Engagement Restrictions and their Effectiveness for Luxury Brands," Working Paper

With Nayoung Jung, "AI and Human Interactions in CyberBullying Moderation Models within Livestreaming Platforms", Working paper.

With Zhendong Zhang, Elham Yazdani and Chen Zhou, " Friendship Ties and Social Media Ad Creepiness," Working Paper.

With Wanwan Yang, Ashish Sharma and Elham Yazdani " The Power of the Averted Gaze in Advertising Images," Working Paper.

With Priyanka Sharma and Chandan Kumar Behera, " CEO Image Presence in Corporate Apologies", Working Paper (International Collaboration)

RECOGNITIONS

Awarded the 2022 Louis W. Stern Award for an article that contributed significantly to Inter-Organizational Research by IOSIG of American Marketing Association..

Award the 2022 Outstanding Reviewer Award at the Journal of Marketing.

Finalist for the 2021 Weitz-Winer-O'Dell Award for an article in the Journal of Marketing Research that has made the most significant long-term contribution to marketing theory, methodology, and/or practice.

MSI Scholar 2020

Awarded the 2020 Varadarajan Award for Early Career Contributions to Marketing Strategy by Strategy SIG of American Marketing Association.

Best Paper Award for the Inter- Firm Complexity Track at the Winter AMA Conference 2019.

Doctoral students co-authoring the paper "Distribution Channel Elasticity: Meta Analytic Review" received the William O. Bearden Doctoral Student Research Award for this paper at the Southeast Marketing Symposium 2019.

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

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

RESEARCH GRANT

Awared a Terry College of Business Seed Grant in March 2026.

Awarded competitive research grant by the Marketing Science Institute in 2020 and 2013. MSI could not disburse funds in 2020 due to the COVID 19 pandemic.

Received the Terry-Sanford Research Award from the Terry College of Business, for 2021-22, 2023-24.

TEACHING EXPERIENCE

Spring 2026	Teaching Customer Analytics and Strategy in the Masters in Marketing Research program at Terry College of Business, University of Georgia.
Spring 2026	Teaching Marketing Analytics in the MS in Business Analytics program and in the full time MBA program at Terry College of Business, University of Georgia..
Spring 2025	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2024	Taught the PhD Seminar on Emprical Models in Marketing with full responsibility.
Spring 2024	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2023	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2022	Taught the PhD Seminar on Emprical Models in Marketing with full responsibility.
Spring 2022	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2021	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2020	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia.
Spring 2019	Taught the CAPSTONE Marketing Strategy undergraduate level course with full responsibility at the Terry College of Business, University of Georgia. Also taught the PhD Seminar on Emprical Models in Marketing with full responsibility.
Spring 2018	Taught the CAPSTONE Marketing Strategy undergraduate level course 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 2017	Taught the Phd Seminar on Empirical Models in Marketing 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

Associate Editor at Journal of Marketing Research, September 2020 – Present.

Associate Editor at Journal of Marketing, March 2024 – Present.

Member of the Editorial Review Board of Journal of the Academy of Marketing Science, October 2018 – 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.

Ad-hoc Reviewer for Marketing Science, Current.

Track Chair for the Winter AMA Conference 2021, and Track Chair for Winter AMA Conference 2019.

Reviewer for the Winter AMA conference and Summer AMA conference in 2022.

Reviewer for Handbook of Business - to - Business Marketing, 2nd Edition.

Reviewer for Marketing Strategy Track of the Winter AMA conference, San Diego, California in February 2020.

Reviewer for Journal of Product and Innovation Management, September 2020- Present.

Reviewer for Industrial Marketing Management, April 2020 – Present.

Reviewer for the European Marketing Academy Conference 2019.

Reviewer for Journal of Business Research, October 2017 – Present.

Reviewer for Decision Sciences, May 2015 – Present.

Reviewer for MIS Quarterly, March 2017 – Present.

Reviewer for Management Science, October 2013 – Present.

Reviewer for the Journal of Retailing, May 2012 – 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

" The Power of the Averted Gaze in Advertising Images," invited talk at the Marketing Camp at Indiana University, April 2026.

"Gender Biases in Crowdfunding Donation Outcomes", presented at the Winter AMA Conference in February 2025.

"Understanding Ways to enhance the Discussion Section in Academic Articles", Presented at the Marketing Strategy Consortium in May 2025.

"Effects of Platform facilitated BNPL on Business Performance via Suppliers' Market Share Differences", at the Winter AMA Conference in February 2024.

"Race and Emotional Appeals affecting Donation Behavior on Online Charity Platforms" Invited Talk at the University of Illinois, Chicago in June 2023.

"Race and Emotional Appeals affecting Donation Behavior on Online Charity Platforms" at the Winter AMA Conference in February 2023.

"The Case of Dual Mitigation Strategies: Can Recall-Related, Brand Generated Social Media Posts be a Solution?" at the ***Winter AMA Conference*** in February 2022.

"Identifying Emotions In Images and Their Effects on Donors Engagement Behavior in Online Crowdsourcing Platforms" at the **TPM Conference,** in May 2022.

Featured Interview with Today in Digital Marketing Podcast by Tod Maffin (Today in Digital Marketing) on 12/15/2021.

"Firm Generated Social Media Content and its Effects on Recall Remedy" at the ***Mitigation in Marketing Special Issue Conference*** of Journal of Marketing Research in September 2021.

"Firm Generated Social Media Content and its Effects on Recall Remedy" at the ***Winter AMA Conference*** in February 2021.

"Distribution Channel Elasticity: A Meta Analytic Review" at the ***Winter AMA Conference*** in February 2019.

"Emotions in Online Advertising: An Empirical Study" at the ***Winter AMA Conference*** in February 2019.

"Network embeddedness between Focal and Partner Alliance Firms," at the ***Winter AMA Conference*** in February 2017, 2018.

"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 Universty, 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.

CURRENT PROFESSIONAL AFFILIATIONS

American Marketing Association (2009-present)

ADMINISTRATIVE SERVICE

Graduate Coordinator for the PhD Program in Marketing (July 2021 -July 2025)

Advisor to Wanwan Yang, Suyoung Moon and Nayong Jung (Current UGA PhD Students)

Member of Search Committee for Dean of Terry College of Business, UGA – 2025-26.

Member of Terry College P&T Committee for Tenure-track Faculty in 2025,2026.

Supervised two students under the TOUR Program in Fall 2025, Spring 2026, Fall 2026.

INFORMS Marketing Science Conference Co-Chair, June 2025.

Letter Writer for Promotion Decision for Edem Klobody, faculty at Queen's University, Canada in 2025 and for Rui Wang, faculty at Peking University, China in March 2026.

External Dissertation Committee member of Zhendong Zuo, PhD candidate in Marketing at University of South Carolina, Columbia.

Supervised group of Masters in Marketing Students for their class project with Cox Communications in Fall of 2024.

Member of Tenure-Track Faculty Search Committee for the Marketing Department in Fall of 2024.

Marketing Strategy Conference Co-Chair. This conference was hosted by UGA in Athens, GA in June 2023.

Member of P&T Lecturer Promotion Committee, Terry College of Business (2021, 2022).

Co-Advisor to Peng Zhang (UGA PhD student Graduated in 2021).

Mentoring Kandall McMahon in Spring 2027, Mentor for Miya Sims, August – November 2023 both in the UGA Young Dawgs Program.

Dissertation Committee Member for Seoyoung Kim (UGA PhD Student graduated in 2021), Youngtak Kim (UGA PhD Student graduated in 2021), Kaushik Jayaram (UGA PhD Student graduated in 2020), Jessica Babin (UGA PhD Student graduated in 2019),
Atanas Nikolov (UGA PhD student graduated in 2016) and Ashish Sharma (UGA PhD student graduated in 2018).

Member of PhD Committee, 2017 - Present.

Chair of Program Review Assessment Committee for the BBA Program of the Management Department, UGA 2026-27.

Chair of Program Review Assessment Committee for the International Business Program, UGA 2022-23.

Chair of Program Review Assessment Committee for the Kinesiology Department, UGA 2019-2020.

Served as a mentor in the UGA Young Dawgs Program. Mentored Lucy Hines in 2020 and Lidya Teshome in 2011.

Faculty advisor for Masters in Marketing Research Project with Vistakon Inc. in 2011 – 2012, with Coca Cola in 2016-2017, with Johnson & Johnson Vision Inc. in 2017-2018 and 2018-2019.

Member of Recruitment Committee for the Department of Marketing, Terry College of Business, University of Georgia, 2011, 2016, 2017, 2018.

Reviewed Applications for the Institute for Leadership Advancement, Terry College of Business, University of Georgia, 2018, 2019, 2021

Member of the International Business Curriculum Committee 2019.

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

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

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