**SATADRUTA MOOKHERJEE**

Curriculum Vitae

**Assistant Professor, Marketing**

Grenoble Ecole de Management Mobile: +33 780828329

12, Rue Pierre Semard

Grenoble, France, 38000

Email: satadruta.mookherjee@grenoble-em.com

Website: satadruta1988.wixsite.com/Mysite

**EDUCATION**

Ph.D. Marketing, (Minor: Psychology), 2019

**School of Management, Binghamton University, SUNY**

M.B.A. Marketing (Minor in Organizational Behavior), 2012

**IISWBM, University of Calcutta, Calcutta, India**

B.Sc. Economics (Minor in Statistics), 2009

**St. Xavier’s College, University of Calcutta, Calcutta, India**

**ACADEMIC PROFESSIONAL EXPERIENCE**

Assistant Professor Marketing, Sept 2021 - current

**Grenoble Ecole de Management, Grenoble, France**

Assistant Professor Marketing, Aug 2019 - Aug 2021

**NEOMA Business School, Reims, France**

**INDUSTRY MARKET RESEARCH EXPERIENCE**

Sr. Research Executive Retail Track: Tata DoCoMo, Jan 2015 – June 2015

**Nielsen, Delhi, India**

Research Executive Brand Track: Nestle & Whirlpool, Aug 2013 – Jan 2015

Client servicing: Royal Enfield, Carlsberg India, LG & Yum

**Kantar Group, Delhi**, **India**

Brand Executive Consumer Insights team: Personal care, June 2012 – July 2013

Agency coordination: Nielsen, IMRB & GFK

**ITC, Calcutta**, **India**

Summer Trainee Promotional Campaign: Religare Health, May 2011 – June 2012

**Religare Technologies, Calcutta, India**

**RESEARCH INTERESTS**

Consumer Behavior

Digital Marketing & e-commerce

Social Media & Influencers

Artificial Intelligence

Metaverse

Luxury Brands

Advertising

**JOURNAL PUBLICATIONS** (\* implies equal contribution)

1. Mookherjee, Satadruta, Malampallayil, Savisesh, Mohanty, Smaraki and Tran, Nhu X, "Pandemic-led Brand Switch: Consumer Stickiness for Private-label Brands,"at *Journal of Consumer Behavior (ABDC: A, ABS: 2), 2024*.
2. Bhattacharya, Abhimanyu\*, Robinson, Stacey,\* Mookherjee, Satadruta\* and Herman Blote, “Examining the Impact of Sponsored Search Results on Choice: An Anchoring Perspective” at *Journal of Interactive Marketing (ABDC: A, ABS: 3), 2023.* [*https://doi.org/10.1177/10949968231195856*](https://doi.org/10.1177/10949968231195856)
3. Mookherjee, Satadruta, Mohanty, Smaraki, and Mukherjee, Sourjo, “Affinity to mnemonic features of social media: Antecedent and consequences” at *Journal of Consumer Behavior* *(ABDC: A, ABS: 2), 2023.*[*http://doi.org/10.1002/cb.2210*](http://doi.org/10.1002/cb.2210)
4. Mookherjee, Satadruta, Lee, Jennifer, and Sung, Billy; “Multichannel presence: Boon or Curse? – A comparison in price, loyalty and regret” at *Journal of Business Research (ABDC: A, ABS: 3), 2021.* [*https://doi.org/10.1016/j.jbusres.2021.04.041*](https://doi.org/10.1016/j.jbusres.2021.04.041)
5. Chatterjee, Subimal\*, Dalman, Deniz\* and Mookherjee, Satadruta\*, “To Short or not to Short? How Moral Judgments and Regulatory Focus Affect Consumer Investment Decisions,” at *Journal of Business Research (ABDC: A, ABS: 3), 2020*. <https://doi.org/10.1016/j.jbusres.2020.04.011>
6. Chatterjee, Subimal\*, and Mookherjee, Satadruta\*, “Studying Bets and Hedges in Simple Lotteries,” at *Judgment and Decision making (ABDC: A, ABS: 3), 2018*. <http://journal.sjdm.org/vol13.6.html>

**JOURNAL PAPERS UNDER REVIEW** (\* implies equal contribution)

Bhattacharya, Abhimanyu, Mookherjee, Satadruta, “An Exploration of the Role of Recipient Stigma in Socially Responsible Gift Giving,” invited for revision at *International Journal of Research in Marketing* *(ABS: 4).*

Paul, Iman\*, SenGupta, Rumela\*, Bond, Samuel\* and Mookherjee, Satadruta\*, "Partner in crime: Smart Technologies, Mind Perception, and Consumer Indulgence,” under review at *International Journal of Research in Marketing* *(ABS: 4).*

Pueschel, Julia, Mookherjee, Satadruta, Alain Goudey and Shui Hao, "Brands in Metaverse," under review at *Journal of Academy of Marketing Science* *(ABS:4).*

Song, Amy\*, Jiming Wu\*, Mookherjee, Satadruta\* and Indranil Bose "Advertising Green Products on Brand Official Accounts or Mega-Influencer Accounts? Understanding from ELM Perspective" under review at *Information & Management* *(ABS:3).*

Mookherjee, Satadruta and Nazari, Shabnam, "Social-Media Signaling Strategies: A Comparative Analysis," under review at *Journal of Marketing and Management (ABS: 2).*

**JOURNAL PAPERS AT ADVANCED STAGE** (\* implies equal contribution)

Korde, Sakshi,Mookherjee, Satadruta and Fiona Schweitzer, “Dress for the occasion”: Motivations on Metaverse” to be submitted to *International Journal of Research in Marketing* *(ABS: 4)*.

Hanieh Sardashti andMookherjee, Satadruta, “I Want To Be Her’: How Advertising STEM-Designated Business Programs Can Impact Women's Major Choices And Improve Gender Equality?,” to be submitted to *Journal of Academy of Marketing Science* *(ABS:4).*

Hanieh Sardashti andMookherjee, Satadruta, “Human vs. Machine: Rethinking AI Marketing Strategy in E-commerce,” to be submitted to *International Journal of Research in Marketing* *(ABS: 4).*

Mookherjee, Satadruta, Chatterjee, Subimal and Billy Sung, “Reacting to Misinformation: The Role of Information Valence and its Congruity to Existing Predisposition”, targeted at *Journal of Consumer Psychology (ABS: 4\*)*.

**CONFERENCE PRESENTATIONS AND PROCEEDINGS (**Presenter in bold)

1. **Mookherjee, Satadruta** and Nazari, Shabnam, "Social-Media Signaling Strategies: A Comparative Analysis," *ACR, Paris (2024).*
2. Hanieh Sardashti and **Mookherjee, Satadruta**, “Human vs. Machine: Rethinking AI Marketing Strategy in E-commerce,” *Marketing Science, Sydney (2024).*
3. **Hanieh Sardashti** andMookherjee, Satadruta, “I Want To Be Her’: How Advertising STEM-Designated Business Programs Can Impact Women's Major Choices And Improve Gender Equality?,” *Marketing Science, Florida (2023).*
4. **Mookherjee, Satadruta,** Song, Amy and **Jiming Wu**, “Influencer marketing of green products,” *EMAC, Denmark (2023).*
5. Pueschel, Julia, **Mookherjee, Satadruta,** Alain Goudey and Shuyi Hao, "Brands in Metaverse," *ACR Special Conference on Metaverse, INSEAD, Fontainebleau, (2023).*
6. Bhattacharya, Abhimanyu, Robinson, Stacey, **Mookherjee, Satadruta,** and Blote, Herman, “The Anchoring Effect in Online Search,” *Global Marketing Conference, Seoul, Korea (2023).*
7. Pueschel, Julia, **Mookherjee, Satadruta**, Goudey, Alain, and Hao, Shuyi, "Brands in Metaverse," *Global Marketing Conference, Seoul, Korea (2023).*
8. Pueschel, Julia and **Mookherjee, Satadruta**, "Brands in Metaverse," *ACR North American Advances, Denver, (2022).*
9. **Mookherjee, Satadruta** and Song, Amy, “Influencer marketing of green products,” *American Marketing Association, Summer, Chicago, (2022).*
10. **Mookherjee, Satadruta,** “Can Karmic Nudge Induce Sustainable Behaviour?,” *American Marketing Association, Summer, Chicago, (2022).*
11. **Mookherjee, Satadruta** and Nazari, Shabnam, "Green Marketing: Influencer not the right choice?," *ACR North American Advances, Virtual (2021).*
12. **Mookherjee, Satadruta,** Bhattacharya, Abhimanyu and Blote, Herman, “The Anchoring Effect in Online Search,” *American Marketing Association (Virtual), Summer, (2021)*.
13. **SenGupta, Rumela**, Mookherjee, Satadruta and Paul, Iman, "Alexa says I can," *American Marketing Association, Winter, Online (2021).*
14. **Mookherjee, Satadruta** and Massey, Sean, “Social Media Budget Optimization: The Counter-intuitive Strength of Passive Engagement,” *EMAC Regional Conference, Croatia (2020).*
15. **Mookherjee, Satadruta** and Nazari, Shabnam, "Social-Media Signaling Strategies: Bridging Business to Buyers," *American Marketing Association, Summer, San Francisco (2020).*
16. Mookherjee, Satadruta and **Nazari, Shabnam**, "A Study on Social-Media Signaling Strategies: Impact on Consumer Attitude," *American Marketing Association, Winter, San Diego (2020).*
17. **SenGupta, Rumela**, Mookherjee, Satadruta and Paul, Iman, "Making Smart Agents Scapegoats: Attribution of (Hedonic) Consumption Responsibility to Anthropomorphized Smart Agents," *ACR North American Advances, Atlanta (2019).*
18. **Dalman, Deniz,** Mishra, Debi.P, and Mookherjee, Satadruta, “The Role of Institutional Entrepreneurs in the Evolution of Modern Retailing in India,” *GSOM Emerging Market Conference, St. Petersberg,* (2019).
19. Mookherjee, Satadruta and **Mohanty, Smaraki**, "Affinity to Online Memory and Brand Loyalty: Analysis in the Light of Loneliness and Brand categories," *American Marketing Association, Summer, Chicago* (2019).
20. **SenGupta, Rumela**, Mookherjee, Satadruta and Paul, Iman, "Making Smart Agents Scapegoats: Attribution of (Hedonic) Consumption Responsibility to Anthropomorphized Smart Agents," *American Marketing Association, Summer, Chicago* (2019).
21. **Mookherjee, Satadruta** and Lee, Jennifer, “Multichannel presence: Boon or Curse? – A comparison in price, loyalty and regret”, *Global Fashion Management Conference, Paris* (2019).
22. **Mookherjee, Satadruta** and Chatterjee, Subimal, “How Disinformation Can Distort the Truth about Luxury Brands among Socially Oriented Consumers,” *Marketing Science, Rome,* (2019)*.*
23. **Mookherjee, Satadruta,** "Complexity of Information Dissemination on Social-media: Relative Advantage of Leader vs. Follower,” American *Marketing Association, Winter, Austin* (2019).
24. Mookherjee, Satadruta and **Mohanty, Smaraki**, “Social-Media Features and Brand Loyalty: Resolving Complexity in Light of Loneliness” *American Marketing Association, Winter, Austin* (2019).
25. **Mookherjee, Satadruta** and Massey, Sean, “The Complexity of Social Media Budget Optimization: Evaluating Exposure vs. Engagement,” *American Marketing Association, Winter, Austin* (2019).
26. **Mookherjee, Satadruta** and Chatterjee, Subimal, “6.13: Reacting to Misinformation: The Role of Information Valence and its Congruity to Existing Predisposition”, *ACR North American Advances, Dallas* (2018).
27. **Mookherjee, Satadruta** and Mishra, Debi.P, “Asymmetric Spillover of Leadership Contagion: Legitimacy, Power-Dependence & Principal-Agency Contexts,” *European Marketing Academy Conference, Glasgow,* (2018).
28. Shibly, Sirajul and **Mookherjee, Satadruta,** “Save the Planet: The Impact of Framing and Visual Cues on Pro-Environmental Behavior,” *American Marketing Association, Summer, Boston* (2018).
29. **Mookherjee, Satadruta** and Mishra, Debi.P, “Employee Empowerment and Contagion of

Leadership Style,” *American Marketing Association, Summer, Boston* (2018)*.*

1. Chatterjee, Subimal, and **Mookherjee, Satadruta, “**19-D: Studying Bets and Hedges in

Simple Lotteries." *ACR North American Advances, San Diego* (2017).

**CAMPUS TALKS**

2024 Partner in crime, HEC Lausanne Seminar

2023 Luxury Brands in Metaverse, Grenoble Ecole de Management, Consumer Behavior Seminar

2022 How Disinformation Can Distort the Truth about Luxury Brands among Socially Oriented Consumers, Grenoble Ecole de Management, Consumer Behavior Seminar

2022 Consumer Research Workshop, Working Women Network Grenoble (WWNG)

2021 Experimental Research, Current Research in Marketing & Potential Collaboration, IIT Kharagpur, Research Seminar

2020 Social-Media Signaling Strategies: Bridging Business to Buyers, NEOMA BS Research Seminar

2018 Reaction to Misinformation: The Role of Information Valence and its Congruity to Existing Predisposition, Marketing Research Brown Bag Series, Binghamton University

2017 Studying Bets and Hedges in Simple Lotteries, Marketing Research Brown Bag

Series, Binghamton University

2016 Leadership Contagion: Legitimacy, Power-Dependence & Principal-Agency

Contexts, Marketing Research Brown Bag Series, Binghamton University

2016 Studying Bets and Hedges in Simple Lotteries, Marketing Research Brown Bag

Series, Binghamton University

**TEACHING INTERESTS**

Social Media & Digital Marketing Strategies

Consumer Behavior & Psychology

Judgment & Decision Making

Business Analytics & Market Research

**TEACHING EXPERIENCE**

**Grenoble Ecole de Management, Instructor, Module Supervisor**

Digital Marketing, PGE Specialization, Grenoble

Teaching Evaluations Fall 2023: 4.0/5

Teaching Evaluations Fall 2022: 4.4/5

Brand Management, BIB Specialization, Grenoble

Teaching Evaluations Spring 2024: 4.0/5

Teaching Evaluations Spring 2023: 4.0/5

Digital Marketing, MSc. Digital Strategy Management, Paris

Teaching Evaluations Spring 2024: NA/5

Digital Marketing, MSc. Fashion Design and Luxury Management, Grenoble

Teaching Evaluations Fall 2023: 3.5/5

Teaching Evaluations Spring 2022: 3.2/5

Digital Communications, MSc. Specialization Mkt Mgt, Grenoble

Teaching Evaluations Fall 2023: 3.4/5

Quantitative Research, DBA US Opening Seminar, Grenoble

Teaching Evaluations Fall 2022: 4.2 /5

Digital Marketing, ESC3 Alternate, Affrondisement, Grenoble

Teaching Evaluations Fall 2022: 4 /5

Digital Marketing, ESC3 Alternate, Paris

Teaching Evaluations Fall 2022: 3.6 /5

**Grenoble Ecole de Management, Supervision**

Doctoral (PhD) Supervision – 1 candidate

Doctoral (DBA) Supervision – 1 candidate

MSc Final dissertation/Professional theses 2024– 21 candidates

MSc Advanced Supervision 2023– 3 candidates

MBA Supervision 2023 – 2 candidates

PGE Grand Memoire Supervision 2023– 9 candidates

FMP Supervision 2022 – 8 candidates

**NEOMA Business School, Instructor, Course Coordinator**

Digital Communications & Social Media (TEMA, Reims) Teaching Evaluations Fall 2020: 3/4

Teaching Evaluations Fall 2019: 3.5/4

Digital Advertising (PGE)

Teaching Evaluations Fall 2020 (Reims): 3.2/4

Teaching Evaluations Fall 2019 (Reims): 3.2/4

Teaching Evaluations Fall 2019 (Rouen): 3.2/4

Digital Advertising (MSc.)

Teaching Evaluations Spring 2021 (Reims): 3.1/4

Seminar Paper/Theses Supervision (PGE, Reims)

Teaching Evaluations Spring 2020: 3.7/4

Integrated Marketing Communications & Digital (GBBA Reims)

Teaching Evaluations Spring 2021: 3.4/4

Marketing Management (GBBA Reims)

Teaching Evaluations Spring 2020: 3.7/4

Teaching Evaluations Spring 2021: 3.1/4

**Binghamton University, Instructor**

Introduction to Marketing, Online Course

Teaching Evaluations Winter 2017: 3.7/4

Digital Analytics

Teaching Evaluations Spring 2018: 3/4, Social Media Marketing

Teaching Evaluations Spring 2018: 3.5/4

**PEDAGOGICAL TRAINING**

**Grenoble Ecole de Management, Pedagogical Training**

AI Integration (Fall 2023)

Wooclap (Spring 2023)

Student Learning Workshop (Fall 2021)

Hyflex Workshop (Fall 2021)

Course Assessment Workshop (Fall 2021)

**Binghamton University, Center for Learning and Training (CLT)**

Active Learning Strategies (Spring 2016)

(Engaging students, group activities)

Conversation (Fall 2016)

(Communication, Presentation)

Webscraping Workshop (Spring 2018)

(Web and digital analytics)

Teaching Pedagogy seminar (Spring 2016)

**SKILL CERTIFICATES**

2023 Protecting Human Research Participants (PHRP) Online Training

2022 LinkedIn Learning: Augmented Reality Marketing

2022 LinkedIn Learning: Google Analytics: Audience Building & Segmentation

2022 LinkedIn Learning: Digital Marketing Foundations

**PEDAGOGICAL SKILLS**

Simulation Software

Business Games

Live Business Cases

Theses Supervision

Online Teaching

Blend Teaching

**PROFESSIONAL SERVICE**

2024 Reviewer, Cogent Business and Management Journal

2024 Reviewer, ACR Conference

2024 Reviewer, AMA Conference Summer

2023 Reviewer, American Journal of Business

2023 Reviewer, EACR Conference

2023 Reviewer, IABD Conference

2022 Reviewer, AMA Conference Summer

2021 Reviewer, AMA Conference Summer

2020 Reviewer, AMA Conference Winter

2019 Reviewer, AMA Conference Winter

2019 Reviewer, SCP Conference

2018 Reviewer, AMA Conference Summer

2018 Reviewer, EACR Conference

2018 Reviewer, AMA Conference Winter

2018 Reviewer, SCP Conference

**SERVICES TO THE SCHOOL**

2024 Jury, Doctoral Dissertation Award, Grenoble Ecole de Management

2024 Jury, PhD Dissertation Defense, Grenoble Ecole de Management

2023-24 Member, Ethical Committee, Grenoble Ecole de Management

2023 Internal reviewer, PhD Dissertation, Grenoble Ecole de Management

2023 Chair, DBA Colloquium, Grenoble Ecole de Management

2023-24 Chair, Exit Jury, Grand Oral, Grenoble Ecole de Management

2022-24 Jury, Doctoral Pre-Dissertation Defense, Grenoble Ecole de Management

2022 Curriculum Committee, Digital Transformation, Grenoble Ecole de Management

2021 Curriculum Committee, NEOMA Business School

2020-21 Jury, TEMA, NEOMA Business School

2017 Volunteer, Endorsing FFP Program on BingUNews, SUNY Binghamton

2011 Volunteer, Managerial Inter-College competition, IISWBM

2011 Volunteer, Paradigm Alumni Meet, IISWBM University of Calcutta

2007-08 Volunteer, Confluence: Economics summit, St Xavier’s College, Calcutta

**GRANTS, HONORS, AND AWARDS**

2023 Best Conference Track Paper Award, Global Marketing Conference

2022-24 Digital Chair Grant, Grenoble Ecole de Management

2022-24 Area of Excellence Grant, NEOMA Business School

2023 Internal Grant, University of North Florida

2019 Beta Gamma Sigma Membership, International Business Honor Society

2018-19 Recipient of Professional Development fund

2018 AMA-Sheth Foundation Doctoral Consortium Fellow Grant

2018 Dean’s Honor Roll for Teaching

2017-18 Graduate Student Organization Travel Grant

2015-2019 Graduate Student Research Fund, SUNY Binghamton

2015-2019 Graduate Student Conference and Travel Fund, SUNY Binghamton

2016-2019 Summer Research Grant, SUNY Binghamton

2011 Welingkar Innovation Awards, Welingkar College, Bangalore

2011 Committee member, Alumni Committee, IISWBM, Calcutta

**TECHNICAL SKILLS**

SAS SPSS

R Studio

Python

Google Analytics & Tableau

Digital Analytics Network Analysis Web Scraping

Quanvert (Kantar)

Advisor (Nielsen),

Magic (IMRB Quant)

Pulse Plus (IMRB HHP),

**LANGUAGES**

English, Hindi, Bengali: Fluent  
French: A2

**REFERENCES**

**Subimal Chatterjee, Ph.D.**Professor of Marketing School of Management

Binghamton University, SUNY P.O. Box 6000

Binghamton, New York 13902-6000

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Email: [schatter@binghamton.edu](mailto:schatter@binghamton.edu)

**Qi Wang, Ph.D.**

Associate Professor of Marketing

School of Management

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Binghamton, New York 13902-6000

Phone: 607-777-2632

Email: [qiwang@binghamton.edu](mailto:qiwang@binghamton.edu)

**Sean Massey, Ph.D.**

Associate Professor of Marketing

School of Management

Binghamton University, SUNY P.O. Box 6000

Binghamton, New York 13902-6000

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**SIGNATURE DATE: 03/06/2024**

**SATADRUTA MOOKHERJEE**