

# AMRITA DEY

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## Research Interests

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Quantitative Marketing, Machine Learning, Crowdfunding, Innovation, Fairness, Information Representation

## Education

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Ph.D. Marketing, David Eccles School of Business, University of Utah	Aug 2018 – 2023 (expected)
M.B.A (Marketing & Finance), Goa Institute of Management, Goa, India	2003
Bachelor of Commerce, Narsee Monjee College, Mumbai, India	2000

## Job Market Paper

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- “Image concreteness and image-text information fit in online marketing: an empirical examination of crowdfunding *success*” (with Tianyu Gu, Yu Zhu, Stephen J Carson) – under revision for *Journal of Marketing Science*

## Select Research in Progress

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- “Differences in Online Review Content between Old and New Products” (with Stephen J Carson)
- “Viewing through the Lens of Information Representation: Framing Prosocial Products for Crowdfunding Success” (with Tianyu Gu, Stephen J. Carson).
- “Applying free thought to map Brand Concept Map” (with Pronobesh Banerjee and Promothesh Chatterjee).
- “Fairness in crowdfunding donation” (with Arul Mishra)

## Invited Presentations & Conferences

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- **Amrita Dey**, Tianyu Gu, Yu Zhu, Stephen J Carson. “Concreteness, Similarity, and Crowdfunding Success”. *ISMS Marketing Science Conference*. Virtual. June 3-5, 2021.
- **Amrita Dey**, Tianyu Gu, Yu Zhu, Stephen J Carson. “Role of concreteness in multimodal communication”. Marketing Analytics Symposium – Sydney (MASS). Virtual. (postponed) May 26, 2022.
- **Amrita Dey**, Stephen J Carson. “Differences in Online Review Content Between Old and New Products”. AMS: 46th Academy of Marketing Science Annual Conference. May 25-27, 2022
- **Amrita Dey**, Tianyu Gu, Yu Zhu, Stephen J Carson. “Information Representation for Crowdfunding Success”. *ISMS Marketing Science Conference*. Virtual. June 15-18, 2022. *Session Chair on Machine Learning Applications*.
- 2022 Fellow, AMA-Sheth Foundation Doctoral Consortium

### Workshops:

- Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management, IL, Chicago, July 15<sup>th</sup> - 17<sup>th</sup>, 2019

## Teaching

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- Consumer Insight and Analytics (Undergraduate), University of Utah. Spring 2022. [32 students] *Instructor*
- Text Analytics (MSBA), University of Utah. Summer 2021, 2022. *Teaching Assistant for Professor Promothesh Chatterjee*
- Bus Decision Algorithm (MSBA), University of Utah. Fall 2021. *Teaching Assistant for Professor Arul Mishra*
- Marketing Management (Undergraduate), University of Utah. Fall 2019. *Teaching Assistant for Professor Abbie Griffin*

## ***Courses Taken***

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### ***Marketing:***

- Consumer Behavioral Research\* by *Arul Mishra*
- Advance Analytics in Behavioral Research\* by *William Moore*
- Consumer Decision Making\* by *Himanshu Mishra*
- Philosophy, Theory, Analytics in Behavioral Research\* by *Himanshu Mishra*

### ***Computer Science:***

- Machine Learning\*\* by *Vivek Srikumar*
- Data Mining\*\* by *Jeff Phillips*
- Natural Language Processing\*\* by *Ellen Riloff*
- Structured Prediction\*\* by *Vivek Srikumar*
- Deep Learning\*\* by *Berton Earnshaw*
- Machine Learning in Marketing\* by *Arul Mishra*

### ***Management / Strategy:***

- Organization Behavior\* by *Kristina Diekmann*
- Strategic Marketing Theory\* by *Matthew Higgins*
- Entrepreneurship\* by *Bill Schulze*

### ***Econometrics:***

- Econometrics I\* by *Mu-Jeung Yang*
- Econometrics II\* by *Elena Patel*

### ***Others:***

- Effective Teaching\* by *Georgi Rausch*

*\*graduate seminar \*\* masters level course, computer science department*

## ***Professional Experience***

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**Head Marketing (B2B), Mahindra Group** (*city development venture with State Governments*), India 03/2013- 05/2018

- Led the team to develop and execute the brand and communication roadmap across online and offline media to attract international investments resulting in sustained increase in lead generation pipeline of investments and deals signed by 30% YoY
- Structured PR initiatives that led to Mahindra World City recognized as top 3 suburbs worldwide by Economist [Dec 2014]

**Head Marketing (Water Purifier), Tata Chemicals Ltd,** *Mumbai, India* 04/2008-02/2013

- Member of core innovation team to build low-cost water purifier (Tata Swach).
- Headed the national marketing team post launch and was responsible for end-to-end marketing roadmap for the business including e-commerce channel for the brand to build it into the leading non-electric brand.
- Won multiple awards including Wall Street Journal Asia Innovation Award for Innovation, 2010
- Was elected by Water Quality Association (WQA), India Chapter to be the PR lead.

**Market Research Analyst (Consumer Products), Tata Chemicals Ltd,** *Mumbai, India* 04/2006-03/2008

- Led the market research and new product development for consumer products division (Tata Salt, Tata Sampann)

**Sr Research Analyst, Nielsen India Pvt Ltd & Kantar IMRB,** *Mumbai, India* 04/2004-03/2006,  
05/2003-03/2004

- Quantitative research assignments for top consumer and finance brands.
- Worked on research studies in brand and communication development, market exploration, need assessment, category sizing, product feature analysis, satisfaction surveys, brand health studies

## ***Computer Skills***

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Python, R, Stata, SQL, Latex

## ***References***

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Stephen J Carson (Principal Dissertation Advisor)  
David Eccles Professor of Marketing Chair  
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