# Amrita Dey

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## Research Interests

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 | Expected 2023 |
| M.B.A (Marketing & Finance), Goa Institute of Management, Goa, India | 2003 |
| Bachelor of Commerce, Narsee Monjee College, Mumbai, India | 2000 |

## Working Papers

"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.*

"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

- **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 15th - 17th, 2019

## Teaching

▫ Consumer Insight and Analytics (Undergraduate), University of Utah. Spring 2022. *Instructor on record*

▫ 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

*Marketing*:
▫ Consumer Behavioral Research* by *Prof Arul Mishra*
▫ Advance Analytics in Behavioral Research* by *Prof William Moore*
▫ Marketing Models* by *Prof William (Bill) Moore*
▫ Consumer Decision Making* by *Prof Himanshu Mishra*
▫ Philosophy, Theory, Analytics in Behavioral Research* by *Prof Himanshu Mishra*

*Computer Science:*
▫ Machine Learning** by *Prof Vivek Srikumar*
▫ Data Mining** by *Prof Jeff Phillips*
▫ Natural Language Processing** by *Prof Ellen Riloff*
▫ Structured Prediction** by *Prof Vivek Srikumar*
▫ Deep Learning** by *Prof Berton Earnshaw*
▫ Machine Learning in Marketing* by *Prof Arul Mishra*

*Management / Strategy:*
▫ Organization Behavior* by *Prof Kristina Diekmann*
▫ Strategic Marketing Theory* by *Prof Matthew Higgins*
▫ Entrepreneurship* by *Prof Bill Schulze*

*Econometrics*:
▫ Econometrics I* by *Prof* Mu-Jeung Yang
▫ Econometrics II*  by *Prof Elena Patel*

*Others*:
▫ Effective Teaching* by *Prof Georgi Rausch*

*graduate seminar

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

## Professional Experience

**Head Marketing (B2B), Mahindra Group** *(city development venture in partnership with State Governments), India*                                                03/2013- 05/2018
  ▫ Led the brand and communication roadmap development across online and offline media to attract international investments.
    - *Mahindra World City recognized as top 3 suburbs worldwide by Economist [Dec 2014]*
    - *Sustained increase in lead generation pipeline of investments and deals signed by 30% YoY*

**Head Marketing (Water Purifier), Tata Chemicals Ltd**, *Mumbai, India*          04/2008-02/2013
  ▫ Core member of innovation team to build low-cost water purifier (Tata Swach).
  ▫ Responsible for end-to-end marketing roadmap for the business.
    - *Achieved innovation turnaround of <3 years from conception to market roll out*
    - *1st water purifier player in India to develop an end-to-end online retail channel*
    - *30% market share in (non-electric) water purifiers.*
    - *Patent holder in 4 product patents and 4 design applications [WO 2011067792 A8, WO 2010010574, WO/2010/010572, WO 2010010574 A1]*
    - *Elected representative of Industry Forum - Water Quality Association (WQA), India Chapter*
    - *Winner of multiple awards including Wall Street Journal Asia Innovation Award for Innovation, 2010*

**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

Python, R, Stata, SQL, Latex

## References

Stephen J Carson (Principal Dissertation Advisor)
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