

AMRITA DEY

1655, Campus Centre Drive, David Eccles School of Business, University of Utah, Salt Lake City, Utah 84112
amrita.dey@utah.edu | 801-556-9779 | www.amritadey.com

Research Interests

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

Education

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

- “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 *Marketing Science*

Select Research in Progress

- “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). *Submission for Journal of Consumer Psychology, Special Issue: Consumer Insights from Text Analysis : July 2022*
- “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. 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. [32 students] *Instructor*
- Text Analytics (MSBA), University of Utah. Summer 2021, 2022. *Teaching Assistant for Professor Promothesh Chatterjee*
- Business 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*

Teaching Interests

Marketing Management, Marketing Research, Consumer Analytics, Text Analytics, Digital Marketing, Innovation, Sales Management, B2B Marketing, Negotiations.

Courses Taken

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

Computer Skills

Python, R, Stata, SQL, Latex

Professional Experience

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

- Worked on quantitative and qualitative research studies in brand and communication development, market exploration, need assessment, category sizing, product feature analysis, satisfaction surveys, brand health studies

References

Stephen J Carson (Principal Dissertation Advisor)
David Eccles Professor of Marketing Chair
David Eccles School of Business
1655, Campus Center Drive, Salt Lake City
Utah 84112
Email: steve.carson@eccles.utah.edu

Tianyu Gu
Assistant Professor of Marketing
David Eccles School of Business
1655, Campus Center Drive, Salt Lake City
Utah 84112
Email: tianyu.gu@eccles.utah.edu

Arul Mishra
David Eccles Professor of Marketing
David Eccles School of Business
1655, Campus Center Drive, Salt Lake City
Utah 84112
Email: arul.mishra@eccles.utah.edu

Promothesh Chatterjee
Assistant Professor of Marketing
David Eccles School of Business
1655, Campus Center Drive, Salt Lake City
Utah 84112
Email: promothesh@eccles.utah.edu