

Educational Background

FPM (Marketing), Indian Institute of Management Bangalore

Teaching

Electives:

- Design Thinking
- Consumer Behaviour
- Services Marketing

Core:

- Marketing Management – I
- Marketing Management - II

Teaching Innovation

- Introduced the course titled “**Design Thinking**” at IIM Lucknow
- Introduced **Simulation based participatory learning pedagogy** in the Services Marketing elective

Institution Building

- **Founding member** of SIDBI Centre for Innovation for Financial Inclusion (SCIFI), a unique social impact incubator established in IIM-Lucknow

Consultancy

1. Mid Term review of the IT modernization project of Department of Post and its impact on postal service delivery.
2. Assessment of performance, utility and requirement of regional offices of Telecom Regulatory Authority of India (TRAI) in enforcing regulatory compliance of service quality and ensuring effective customer advocacy.
3. Designing curriculum of Institute Hotel Managements (IHMs) under NCHMT

Research Guidance

Thesis Guidance (TAC Chairperson)

- Arnab Ray: “The Role of Self-Concept in Brand Choice Decision”
- Amit Tiwari: “Essays on Service-Dominant Logic, Co-creation and Coolness: A Technology Convergence Perspective”

CIS Guidance

1. Saurav Goswami	ABM
2. Nikhil Goyal	PGP
3. Mahesh Kumar Mall	PGP
4. Nikhil Ponkshe	PGP
5. Nilima Pisharody	PGP

Awards and Honours

- The elective titled “Consumer Behavior” was voted as the Best Marketing Elective of the academic year 2017-18.
- A co-authored paper titled “Decoding convergent products, its effects on consumer based brand equity: customer experience as a mediator” was awarded Labdhi Bhandari Memorial Second Best Paper award in the 7th IIMA Conference on Marketing in Emerging Economies

Conferences

- Tiwari, Amit Anand and Chakraborty Anirban (2017), “*Decoding Convergent Products, Its Effect on Consumer Based Brand Equity: Customer Experience as a Mediator*”, 7th IIM Ahmedabad Conference on Marketing in Emerging Economies
- Ray Arnab, Saji K. B., Chakraborty Anirban (2014), “*Mediating Role of Self in Brand-choice Decision: A Conceptual Framework with Research Propositions*”, INFORMS Marketing Science Conference
- Chakraborty Anirban (2013), “*A Two-Wave Model of Service Recovery*” at the Emerging Markets Conference Board at Port Elizabeth, South Africa
- Chakraborty Anirban (2005), “*Equity Theory Approach to Service Recovery Strategy*”, Frontiers in Services Conference of American Marketing Association (AMA) at Arizona State University, Tempe, U.S.A.

Other Activities**Reviewer**

- Journal of Indian Business Research
- Decision
- Metamorphosis