

Moutusy Maity, Ph. D.
Professor of Marketing Management
Indian Institute of Management – Lucknow
INDIA

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Indian Institute of Management-Lucknow
Plot B1, Sector 62
Noida 201307, Uttar Pradesh, INDIA

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EDUCATION

Ph.D. in Business Administration Major: Marketing	Terry College of Business, University of Georgia, Athens, GA, USA, 2005 (GPA 4.0 on 4.0)
Master of Business Administration Major: Marketing	IISWBM, University of Calcutta, Kolkata, India, 1999 (First Class)
Master of Arts Major: English Literature	Jadavpur University, Kolkata, India, 1997
Bachelor of Arts Major: English Literature	Loreto College, University of Calcutta Kolkata, India, 1995

RESEARCH ACTIVITIES

Books

Maity, Moutusy (2022), *Digital Marketing*, Oxford University Press (forthcoming)

Maity, Moutusy and Pavankumar Gurazada (2021), *Marketing Analytics*, Oxford University Press (ISBN: 9780190130862)

https://india.oup.com/searchresults?searchbox_input=Marketing%20Analytics

Maity, Moutusy (2017), *Internet Marketing: A Practical Approach in the Indian Context*, Oxford University Press (ISBN: 9780199469550)

<https://india.oup.com/product/internet-marketing-9780199469550>

http://www.amazon.in/Internet-Marketing-Moutusy-Maity/dp/0199469555/ref=sr_1_1?s=books&ie=UTF8&qid=1502175381&sr=1-1&keywords=Moutusy+Maity

Refereed Journal Publications

Mishra, Anubhav, and **Moutusy Maity** (2021), "Influence of Parents, Peers, and Media on Adolescents' Consumer Knowledge, Attitudes, and Purchase Behavior: A Meta-Analysis," *Journal of Consumer Behaviour*,

<https://onlinelibrary.wiley.com/doi/10.1002/cb.1946>

(ABDC: A)

Kapoor, Payal, Sathyaprakash Balaji Makam, **Moutusy Maity** and Nikunj Kumar Jain (2021), "Why Consumers Exaggerate in Online Reviews? Moral Disengagement and Dark Personality Traits," *Journal of Retailing and Consumer Services*, 60,

<https://www.sciencedirect.com/science/article/pii/S096969892100062X?dgcid=author>

(ABDC: A)

Maity, Moutusy (2021), "Utilitarian or Entertainment? Value Obtained from Mobile Phones by Users in Low Socioeconomic Strata in Emerging Markets," *International Journal of Sociology and Social Policy*, 41(5/6), 707-734.

<https://doi.org/10.1108/IJSSP-04-2020-0111>

(ABDC: B)

Tiwari, Amit Anand, Anirban Chakraborty, and **Moutusy Maity** (2021), "Technology Product Coolness and its Implication for Brand Love," *Journal of Retailing and Consumer Services*, 58

<https://doi.org/10.1016/j.jretconser.2020.102258>

<https://www.sciencedirect.com/science/article/pii/S0969698920312662?dgcid=author>

(ABDC: A)

Maity, Moutusy and Ramendra Singh (2020), "Market Development and Value Creation for Low Socioeconomic Segments in Emerging Markets: An Integrated Perspective Using the 4A Framework," *Journal of Macromarketing*, 41(2), 373-390.

<https://doi.org/10.1177/0276146720960221>

(ABDC: A)

Maity, Moutusy, Kallol Bagchi, Arunima Shah and Ankita Mishra (2019), "Explaining Normative Behavior in Information Technology Use," *Information Technology & People*, 32(1), 94-117.

<https://www.emeraldinsight.com/doi/pdfplus/10.1108/ITP-11-2017-0384>

(ABDC: A)

Maity, Moutusy, Mayukh Dass, and Piyush Kumar (2018), "The Impact of Media Richness on Consumer Information Search and Choice," *Journal of Business Research*, 87(June), 36-45.

<https://www.sciencedirect.com/science/article/pii/S014829631830078X>

(ABDC: A)

Mishra, Anubhav, Sathish M., **Moutusy Maity**, and Samu Sridhar (2018), "Teenagers' eWOM Intentions: A Nature vs. Nurture Perspective," *Marketing Intelligence and Planning*, 36(4), 470-483.

<https://www.emeraldinsight.com/doi/pdfplus/10.1108/MIP-09-2017-0186>

(ABDC: A)

Mishra, Anubhav, Sathish M., **Moutusy Maity**, and Samu Sridhar (2018) "Adolescent's eWOM Intentions: An Investigation into the Roles of Peers, the Internet, and Gender," *Journal of Business Research*, 86(May), 394-405.

<http://dx.doi.org/10.1016/j.jbusres.2017.04.005>

(ABDC: A)

Maity, Moutusy, and Seema Gupta (2016), "Mediating Effect of Loyalty Program Membership on the Relationship between Advertising Effectiveness and Brand Loyalty," *Journal of Marketing Theory and Practice*, 24(4), 462-481.

<http://www.tandfonline.com/doi/full/10.1080/10696679.2016.1205450>

(ABDC: B)

Udo, Godwin, Kallol Bagchi, and **Moutusy Maity** (2016), "Exploring Factors Affecting Digital Piracy Using the Norm Activation and the UTAUT Models: The Role of National Culture," *Journal of Business Ethics*, 135(3), 517-541.

(DOI: 10.1007/s10551-014-2484-1)

<http://link.springer.com/article/10.1007%2Fs10551-014-2484-1>

Erratum at: <http://dx.doi.org/10.1007/s10551-015-2543-2>

(FT 50)

Maity, Moutusy, Mayukh Dass, and Naresh K. Malhotra (2014), "The Antecedents and Moderators of Offline Information Search: A Meta-Analysis," *Journal of Retailing*, 90(2), 233-254. (DOI: 10.1016/j.jretai.2014.03.001)

<http://www.sciencedirect.com/science/article/pii/S0022435914000190>

(ABDC: A*)

Maity, Moutusy and Mayukh Dass (2014), "Consumer Decision-Making across Modern and Traditional Channels: E-Commerce, M-Commerce, In-Store," *Decision Support Systems*, 61(May), 34-46.

(DOI: 10.1016/j.dss.2014.01.008)

<http://www.sciencedirect.com/science/article/pii/S0167923614000098>

(ABDC: A*)

Maity, Moutusy (2014), "Mobile Phone Users from Low Socioeconomic Strata in Asia: The Moderating Roles of Age and Gender" *International Journal of Technology Management and Sustainable Development*, 13(2), 177-200.

https://doi.org/10.1386/tmsd.13.2.177_1

(ABDC: B)

Maity, Moutusy (2014), "The Information Systems Success Model: Examining Information Quality of a Website," *International Journal of Technology and Human Interaction*, 10(1), 61-82.

<https://doi.org/10.4018/ijthi.2014010105>

(ABDC: C)

Maity, Moutusy (2014), "Intention to Continue Using Mobile Telecommunication: Users at the BOP" *Communications of the ICISA*, 15(1), 1-23.

Gupta, Seema, **Moutusy Maity** and Satish C. Pandey (2014), "Sponsor, Ambusher and

Other: Consumer Response to Three Strategies,” *Vikalpa: The Journal for Decision Makers*, 39 (Jan-March), 75-86.
(ABDC: C)

Goyal, Anita, and **Moutusy Maity** (2013), “Guest Editorial”, *Journal of Indian Business Research* (Special Issue on Consumers and Marketing in Emerging Markets), 5(1), 1-2.
(ABDC: C)

Maity, Moutusy (2012), “HCL: Challenge of the Laptop Market: Case Analysis IV,” *Vikalpa: The Journal for Decision Makers*, 37 (1), 140-144.
(ABDC: C)

Maity, Moutusy, Maxwell Hsu and Lou Pelton (2012), “Consumers’ Online Information Search: Gen Yers’ Finding Needles in the Internet Haystack,” *Journal of Marketing Channels*, 19(1), 49-76.
(<https://www.tandfonline.com/doi/full/10.1080/1046669X.2012.635370>)
(ABDC: B)

Maity, Moutusy (2010), “Critical Factors of Consumer Decision-Making on M-Commerce: A Qualitative Study in the United States,” *International Journal of Mobile Marketing*, 5(2), 89-103.

Maity, Moutusi and Cara O. Peters (2005), “A Primer for the Use of Internet Marketing: The Value of Usability Studies,” *Journal of Direct Data and Digital Marketing Practice*, 6(3), 232-245.
(<https://doi.org/10.1057/palgrave.im.4340290>)

Other Refereed Publications

Maity, Moutusy (2012), “Consumer Information Search and Decision-Making on M-Commerce: The Role of Product Type,” Ed., In Lee, *Strategy, Adoption and Competitive Advantage of Mobile Services in the Global Economy*, pp. 73-89, IGI Global.
(Doi: 10.4018/978-1-4666-1939-5.Ch004)
(<https://www.igi-global.com/chapter/consumer-information-search-decision-making/68076>)

Maity, Moutusy (2012), “The Role of Information Obtained for Decision Making in the Intention to Continue Using Mobile Telecommunication: Evidence from the BOP”
LIRNEasia
(<https://idl-bnc-idrc.dspacedirect.org/handle/10625/50390>)
(The International Development Research Centre, Canada)
(<http://lirneasia.net/wp-content/uploads/2010/07/The-Role-of-Work-Related-Information-final.pdf>)

Kang, Juhee and **Moutusy Maity** (2012), “Texting among the Bottom of the Pyramid: Facilitators and Barriers to SMS Use among the Low-income Mobile Users in Asia”
LIRNEasia
(<https://idl-bnc-idrc.dspacedirect.org/handle/10625/50388>)
(The International Development Research Centre, Canada)
(<http://lirneasia.net/wp-content/uploads/2010/07/Texting-among-the-Bottom-of-the-Pyramid->

Refereed Conference Proceedings

Prashar, Atul, and **Moutusy Maity** (2021), “Internal branding in the digital age – the promise of employee-driven virtual brand ambassador communities (e-VBAC),” *EMAC Regional Conference 2021*, Kozminski University, September 23-24, 2021, Virtual Event

Gore, Ratika, and **Moutusy Maity** (2021), “User Behavior on Social Networking Sites: Voluntary vs. Mandated Entry,” *EMAC Regional Conference 2021*, Kozminski University, September 23-24, 2021, Virtual Event

Dixit, Surendra, and **Moutusy Maity** (2021), “Mobile Learning by the Gig-Workforce: The Case of E-Commerce Delivery,” *GCIMB 2021*, July 27-28, 2021, Virtual Event, Adjudged a **Best Paper** in the conference (<https://gcimb.org/best-papers/>)

Prashar, Atul, and **Moutusy Maity** (2021), “Operationalizations and moderators of building employee commitment with internal branding – A meta-analytic investigation,” *GCIMB 2021*, July 27-28, 2021, Virtual Event

Kathuria, Vinish, Devashish Dasgupta, and **Moutusy Maity** (2020), “From Explicit to Implicit - Natural Human Machine Interaction Drive a New Wave of Services Revolution,” *American Marketing Association Summer Conference 2020*, Virtual Event

Gurazada, Pavan K., and **Moutusy Maity** (2019), “What drives initial dropout in MOOCs?,” *NASMEI International Conference (2019)*, Great Lakes, Chennai, India <https://www.greatlakes.edu.in/chennai/assets/greatlakes/pdf/nasmei-schedule.pdf>

Maity, Moutusy (2019), “Social Media, Consumer Data and User Interactions,” *Conference on Publics, Ethics and Politics on Social Media*, Jawaharlal Nehru University, New Delhi

Shah, Arunima, Misra, Ankita, and **Maity, Moutusy**. (2018). Multichannel Retail Issues: Webrooming, Showrooming and the problem of Channel Switching. 12th ISDSI Conference, SP Jain, Mumbai (Accepted)

Maity, Moutusy (2018), “Utilitarian or Entertainment? Functionings Achieved, and Value Obtained from Mobile Phones by Users in Low Socioeconomic Strata in Developing Countries,” *European Marketing Academy Conference 2018*, Glasgow, Scotland

Gurazada, Pavan K., and **Moutusy Maity** (2018), “Power Law Distribution of Consumer Engagement on Brand Posts,” *European Marketing Academy Conference 2018*, Glasgow, Scotland

Misra, Ankita, **Moutusy Maity** and Arunima Shah (2018), “Role of Moral Obligation on Green IT/ IS usage Intent in Consumers in India,” *Academy of Marketing Science Annual Conference* May 23 to 25, 2018, New Orleans, LA, USA

- Shah, Arunima, Ankita Misra, and **Moutusy Maity** (2018), “Drivers of Webrooming and Showrooming: Channel Switching Behavior in Consumers,” *American Marketing Association*, Winter Conference, 2018, New Orleans, LA, USA
- Maity, Moutusy**, and Ramendra Singh (2017), “The 4A Framework at the BOP and Its Impact on Access to Markets and People: An Empirical Investigation across Five Asian Markets,” *European Marketing Academy Conference 2017*, Groningen, the Netherlands
- Shah, Arunima, Misra, Ankita, and **Maity, Moutusy** (2017). Consumer Shopping Motivations as the Determinants of Webrooming & Showrooming Behaviour. NASMEI Summer Marketing Conference, IIM Indore, India
- Maity, Moutusy**, Kallol Bagchi, Arunima Shah, and Ankita Mishra (2017), “Factors Affecting Digital Piracy and Green IT: Testing the Norm Activation and the UTAUT Models,” *Conference of the Emerging Markets Conference Board*, IIM Lucknow, India
- Dixit, Surendra, **Moutusy Maity**, and Sunitha V. (2017), “Consumer Decision-making in Buying Fruits and Vegetables across Online and Offline Channels: Developing a Winning Channel Strategy,” *Conference of the Emerging Markets Conference Board*, IIM Lucknow, India
- Maity, Moutusy**, and Mayukh Dass (2017), “When Do Consumers Use Cash-on-Delivery to Make a Purchase?,” *Conference of the Emerging Markets Conference Board*, IIM Lucknow, India
- Ratnakaram, Sunitha, and **Moutusy Maity** (2016), “Impact of Type of Social Media and Type of Review on Consumer Perception of Online Reviews,” *INFORMS Marketing Science Conference*, Shanghai, China
- Maity, Moutusy** (2015), “Mobile Phone Usage at the BOP: The Role of Perceived Value,” *Conference of the Emerging Markets Conference Board*, IMT Dubai, Dubai, UAE
- Mishra, Anubhav, Maheswarappa, Satish S. and **Maity, Moutusy** (2015), “Adolescent’s eWOM Intentions and Smart Products Usage: A Consumer Socialization Perspective,” *Indian Academy Management Conference*
- Maity, Moutusy**, and Seema Gupta (2014), “The Mediating Effect of Loyalty Program on the Relationship between Advertising and Loyalty,” *Conference on Emerging Economies: Listening to the Voice of Customers*, IIM Lucknow, INDIA
- Kang, Juhee, **Moutusy Maity** and Constantin Cousaris (2013), “Texting among the Bottom of the Pyramid: Enabling Factors and Demographic Effects on SMS Use among Low-Income Mobile Users in Asia,” *ICA Conference*, London, UK
- Maity, Moutusy** and Mayukh Dass (2013), “E-Commerce or M-Commerce (or, In-Store)?: Consumer Decision-Making and Channel Choice,” at the *Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, USA

- Maity, Moutusy** (2012), “Impact of Information Quality of a Website on Online WOM,” at the *Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, USA
- Gupta, Seema, **Moutusy Maity** and Satish C. Pandey (2012), “Sponsor, Ambusher and Other: Consumer Response to Three Strategies,” at the *Conference of the Emerging Markets Conference Boards*, IIM Lucknow, Noida INDIA
- Maity, Moutusy** (2011), “Consumer Decision-Making: Critical Factors for M-Commerce,” at the *Association of Marketing Theory and Practice Conference*, Panama City, FL, USA
(Ponzurick Award for **Best in Conference** and best paper in the **Internet/Social Media/Direct Marketing Track**)
- Maity, Moutusi** and Hsu, Maxwell (2010), “Toward Developing an Online Information Search Model,” at the *Marketing Management Association Conference*, Chicago, IL, USA (Outstanding paper in the **Technology in Marketing** track)
- Maity, Moutusi** and George M. Zinkhan (2009), “Consumer Information Search: A Meta-Analysis,” at *INFORMS The Marketing Science Conference*, Ann Arbor, MI, USA
- Maity, Moutusi** and George M. Zinkhan (2009), “A Model for Adoption of M-Commerce,” at *SGBED Conference*, Bratislava, Slovak Republic
- Maity, Moutusi** and George M. Zinkhan (2007), “Decision-Making Experiences: Perspectives on M-Commerce and E-Commerce,” at *The Seventh International Conference on Electronic Business*, Taipei, Taiwan
- Maity, Moutusi** and George M. Zinkhan (2007), “Understanding Consumer Experiences in Different Channels: The Critical Factors,” *Society for Consumer Psychology Conference*
- Dass, Mayukh and **Moutusi Maity** (2004), “Impact of Smart Agents on Consumer Decision Making,” Enhancing Knowledge Development in Marketing, (K. L. Bernhardt, J. S. Boles and Pam Scholder Ellen eds.), Chicago: *American Marketing Association*, 236-237, Summer Conference
- Maity, Moutusi**, and Cara O. Peters (2003), “The Usability Study: Updating the Marketing Research Toolkit,” Enhancing Knowledge Development in Marketing, (R. Bruce Money and Randall L. Rose eds.), Chicago: *American Marketing Association*, 332 – 337, Winter Conference
- Maity, Moutusi** and George Zinkhan (2003), “Factors Affecting Consumer Information Search on the Internet,” What’s New? What’s Next? In Marketing Theory, Education and Practice, (G. R. Henderson and M. C. Moore, eds.), Chicago: *American Marketing Association*, 2 – 9, Winter Conference
- Maity, Moutusi**, George M. Zinkhan and Hyokjin Kwak (2002), “Consumer Information Search and Decision Making on the Internet: A Conceptual Model,” Managing

Change in the Information Age: Marketing's Role in Dynamic Cross-Functional Organizations, (K. Evans and L. Scheer, eds.), Chicago: *American Marketing Association*, 31-39, Winter Conference

OTHER RESEARCH AND CONSULTANCY ACTIVITIES

- Dr. Moutusy Maity is a collaborating researcher at the Digital Innovation Lab at Indian Institute of Management Bangalore where her main focus is on digital marketing at the bottom of the pyramid. She is the principal investigator of a research study on the evaluation of a technology intervention in a supplemental nutritional programme amongst rural lactating mothers, and in another research study on delivery of financial literacy content to rural participants through mobile technology. (http://dilab-iimb.in/team/moutusy_maity)
- *LirneAsia*
- Contributed to policy paper
- Co-Editor, Special Issue, *Journal of Indian Business Research* (Vol. 5, Issue 1, 2013)
- Nominated to join the Executive Committee for the **Center for Marketing in Emerging Economies** at IIM Lucknow (the **Center** is dedicated towards conducting academic research with a specific focus on emerging economies)

WORK EXPERIENCE

- Professor, Marketing Area, Indian Institute of Management Lucknow (IIM-L), INDIA (December 2017 – Present)
- Associate Professor, Marketing Area, Indian Institute of Management Lucknow (IIM-L), INDIA (December 2013 – December 2017)
- Assistant Professor, Marketing Area, Indian Institute of Management Lucknow (IIM-L), INDIA (July 2010 – December 2013)
- Senior Manager, Client Solutions, AC Nielsen (Location: New Delhi) (August 2009 – March 2010)

Role: Reporting to Executive Director, Retail Measurement

Responsible for heading a team that services different clients

- Designing and undertaking customized consumer studies
 - Was responsible for winning one of the largest accounts in consumer research for the Calcutta office
- Designing and undertaking customized retail studies

- Managing research projects, making contributions to design of research approach and handling the work plan
 - Providing strategic inputs to the clients
 - Undertaking analysis and presentations to the clients
 - Responsible for all aspects of project management to ensure that they are on time, and in alignment with client needs
 - Handling and building relationships with key strategic accounts
 - Ensuring effective client management including developing and managing internal processes for seamless project delivery
- Assistant Professor, Marketing Area, Indian Institute of Management, Bangalore (IIM-B), INDIA
(January 2008 – August 2009)
- Assistant Professor, Marketing Department, University of Wisconsin-Whitewater, Whitewater, WI, USA
(September 2005 – December 2007)
- Visiting Assistant Professor, Marketing Department, University of West Georgia, Carrollton, GA, USA
(Aug 2003 – May 2004)
- Ph.D. Student and Research Assistant – University of Georgia, Athens, GA, USA
(Aug 2000 – July 2005)

Guiding Ph.D. Students

- Four students have obtained their Ph.D. degrees.
- Currently guiding four students in the Doctoral Program in Management (i.e., Ph.D.), in the capacity of their Chair.
- Currently guiding four students in the Executive Doctoral Program in Management (i.e., Ph.D.), in the capacity of their Chair.

Reviewer for:

Decision Support Systems, Journal of Business Research, Behaviour & Information Technology, Marketing Intelligence and Planning, Internet Research, Journal of Electronic Commerce Research, Journal of Indian Business Research, AMA Conference, ACR Conference, European Marketing Academy Conference, European Conference on Information Systems, Marketing Science Institute, among others.

Served as external examiner for Ph.D. Thesis work at: IIM Bangalore, IIM Calcutta, IIM Indore, IIM Ranchi, NMIMS

Selected Honors and Awards

- 2021: A Best Paper award in the *Global Conference on Innovations in Management and Business 2021*, held online (July 27 to 28)

- 2021: Faculty Fellow, 9th AIM and AMA-Sheth Foundation Doctoral Consortium (Jagdish Sheth School of Management, Bengaluru) (June 25 to 30)
- 2020-2022: Dr. Ishwar Dayal Chair for Futuristic Issues in the Behavioral Sciences at IIM-L
- 2020: Keynote speaker at the 4th Doctoral Consortium at Shailesh J. Mehta School of Management, IIT Bombay (Feb 21 to 22)
- 2020: Faculty Fellow, 8th AIM and AMA-Sheth Foundation Doctoral Consortium (BIMTECH, Noida) (January 03 to 06)
- 2019: Plenary speaker at IIM Indore-NASMEI Summer Marketing Conference, held at IIM Indore (July 26 to 28)
- 2018: Keynote speaker at Mahanagar Telephone Nigam Limited (MTNL) Office, New Delhi on the occasion of World Telecommunication and Information Society Day (May 17)
Theme: **Enabling the Positive Use of Artificial Intelligence for All**
- 2018: Panel member speaker at Rural Conclave 2018, Organized by Rural Marketing Association of India at New Delhi (Feb 23 to 24)
Theme: **Navigating Future of Rural Marketing**
- 2017: Keynote speaker at the Social Media Summit 2017 organized by the state government of Andhra Pradesh (www.smsummit.in) (Nov 18 to 19)
Topic: **The Role of Social Media in Society**
- 2017: Faculty Fellow, 5th AIM and AMA-Sheth Foundation Doctoral Consortium (We School, Mumbai) (January 06 to 08)
Theme: **Social Media and the Consumer**
- 2017: Plenary speaker at IIM Indore-NASMEI Summer Marketing Conference, held at IIM Indore (July 27 to 29)
Topic: **Consumers and Decision-Making in a Multichannel World**
- 2017: Keynote speaker at the 2nd Edition of NMIMS Business School - Industry Interaction Conference at Narsee Monjee Institute of Management Studies (Mumbai) (Feb 22)
Theme: **Business Excellence in Digital Economy**
- 2016: Keynote speaker to G. D. Goenka University (Sonpath) for ICON-2016, Third International Conference on Management (Feb 04 to 05)
Theme: **Flattening of the Globe: Propelled by E-Commerce & Supply Chain**
- 2015: Faculty Fellow, 3rd AIM and AMA-Sheth Foundation Doctoral Consortium (IMT Dubai, UAE) (January 18 to 20)
- 2014: Indian Institute of Management Lucknow, Research Grant
- 2013: Outstanding Reviewer Award, *Journal of Indian Business Research* (Emerald)
- 2011: Ponzurick Award for **Best in Conference** and best paper in the **Internet/Social Media/Direct Marketing Track** at the *Association of Marketing Theory and Practice Conference*, Panama City, FL
- 2010: Outstanding paper in the **Technology in Marketing** track at the *Marketing Management Association Conference*, Chicago, IL
- 2005: University of Wisconsin, Whitewater, Awarded Mini Grant for Research Activities, December
- 2004: University of Georgia, Dissertation Completion Grant, New Media Institute
- 2004-2005: University of Georgia University-Wide Dissertation Completion Award (University-Level Award)
- 2003: Doctoral Fellow at the 38th AMA Sheth Foundation Doctoral Consortium (Carlson School of Management, University of Minnesota)

Media

Maity, Moutusy (2020), Webinar on COVID-19 – A Call for Digital Transformation, arranged by the Oxford University Press,
<https://www.facebook.com/OUPIndia/videos/260223801831529/>

Maity, Moutusy and Vinish Kathuria (2020), “Can Behavioral Science Help Address the Fears of Migrant Workers?”, April 3
<https://science.thewire.in/the-sciences/behavioural-science-migrant-workers-covid-19-lockdown/>

Maity, Moutusy (2018), “Firms Shouldn’t be Able to Collect and Use Consumer Data However They Please”, April 1
<https://thewire.in/tech/firms-shouldnt-be-able-to-collect-and-use-consumer-data-however-they-please>

Panelist on the show Pehredaar on CNBC Awaaz, episode on Social Media and the Consumer (2016),
https://www.youtube.com/watch?v=3W_mKWYE4zI&feature=youtu.be, May 21

Panelist on the show GenNext on DD Metro, episode on Internet and Consumers (2015)