

Prabirendra Chatterjee

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EMPLOYMENT **Sabanci University** (Istanbul, Turkey)
Assistant Professor (September 2013 - Present)

EDUCATION **University of Washington** (Seattle, USA)
Ph.D. in Business Administration, 2013

- Thesis Topic: *Essays on Sponsored Search Advertising Auctions*
- Area of Specialization: Quantitative Marketing (with minors in Microeconomics and Econometrics)

M.S.B.A.(Master of Science in Business Administration), 2012
M.A., 2007

- Area of Study: Economics
- Specialization: Game Theory, Contract Theory, Applied Microeconometrics
- Passed PhD Core Examinations in Economics

Jawaharlal Nehru University (New Delhi, India)

M.A., 2003

- Area of Study: Economics (With specialization in World Economy)
- Specialization: Game Theory, Industrial Organization, International Trade

University of Calcutta (Kolkata, India)

B.Sc. (Honors), 2001

- Area of Study: Economics
- Minor: Mathematics and Political Science

RESEARCH INTERESTS Online Advertising, Online Retailing, Pricing models, Product Innovation, Corporate Sustainability

RESEARCH PAPERS

1. Is corporate social responsibility profitable? When and how? (accepted at *Journal of Business Research*) (co-authors: *Ozge Turut, Pradeep Bhardwaj, Kivilcim Dogerlioglu Demir*)
2. Sponsored content advertising in a two sided market (revise and resubmit at *Management Science*, selected at *2017 Summer Institute of Competitive Strategy*) (co-author: *Bobby Zhou*)
3. Optimal bidding strategies in sponsored search advertising auctions. (under review)
4. Peer to peer advertising through social networking websites. (working paper, *was listed on SSRN's top 10 downloaded papers* (topic: Networks))(co-author: *Sumant Kumar Rai*)

5. Fast or free - on partitioned pricing competition between online retailers (Working Paper) (co-authors: *Pradeep Bhardwaj and Raghunath Rao*)
6. Role of anticipated regret in online review manipulation.(Working Paper) (co-authors: *Ozge Turut and Tony Cui*)
7. Reseller vs. individual buyers - bidding strategies in sequential online auctions. (Working Paper)(co-authors: *Arvind Tripathi and Paulo Goes*)

OTHER
PUBLICATIONS

1. On Bayesian bidding strategies of a multi-period participant in sequential online auctions. *Proceedings of 20th Workshop on information technologies and systems 2010*, (co-authored with Arvind tripathi and Paulo Goes).
2. The elusive challenge of estimating costs. *Space News, vol. 18, no. 30, 18-19*, 2007, (co-authored with Molly Macauley).
3. Book Review on “Economics of Microfinance”. *Southern Economic Journal, vol.73, no. 1*, July 2006, (co-authored with Sudipta Sarangi).
4. Social Identity and group lending. *Discussion paper 45, DIW Berlin, German Institute of Economic Research*, 2005, (co-authored with Sudipta Sarangi).
5. Enforcement with costly group formation. *Economics Bulletin, vol. 15, no. 9*, 2005, (co-authored with Sudipta Sarangi).

TEACHING
INTERESTS

Marketing Research, Marketing Strategy, Entrepreneurial Marketing, Innovation and New Product Development, Retailing, Social Media and Search Advertising

TEACHING
EXPERIENCE

Executive Education Program

- Vestel Electronics (Marketing Management and Marketing Strategy)
- IS Bank, Istanbul (Marketing Strategy with MarkStrat)
- Korea Electric Power Corporation (Marketing Management)

MBA Program

Sabanci University, Istanbul, Turkey

- Marketing Strategy (Average teaching evaluation rating : 4.9 out of 5)

Seattle University, Seattle, WA, USA

- Innovation and New Product Development (2011)

Undergraduate Program

Sabanci University, Istanbul, Turkey

- Marketing Strategy (Average teaching evaluation rating : 4.6 out of 5)
- Search Engine and Social Media Analytics (Average teaching evaluation rating : 4.6 out of 5)
- Introduction to Marketing (Average teaching evaluation rating : 4.5 out of 5)

University of Washington, Seattle, WA, USA

- Product Management (Winter 2013; senior year undergraduate students)
- Strategic Market Management (Spring 2013; senior year undergraduate students)
- Entrepreneurial Marketing (Fall 2011; senior year undergraduate students)
- Marketing Research Methods (Spring 2013, Fall 2012, Summer 2010; senior year undergraduate students)
- Principles of Microeconomics (Winter 2007; freshman and sophomore year undergraduate students)
- CLUE instructor for Microeconomics (Winter 2005; freshman and sophomore year undergraduate students)

REFeree SERVICE

- *Marketing Science*
- *Production and Operations Management*
- *MIS Quarterly*
- *Decision Science*
- *Electronic Commerce Research and Applications*
- *Electronic Commerce Research*
- *International Journal of Emerging Markets*
- *International Economics and Finance Journal*
- *Information Systems Frontier*
- *International Conference on Information Systems*
- *International Journal of Sustainable Development and World Ecology*

ACADEMIC AWARDS

- Invited speaker at 10th workshop on Economics of advertising and marketing (2017)
- EMBA consortium faculty fellow (2015,2016)
- Erasmus exchange fellow (2014, 2015)
- Selected fellow for the Academy of Marketing Science World Congress, 2014
- Evert McCabe Endowed Fellowship, 2012
- Columbia-UCLA-Duke structural econometrics workshop grant, 2010
- Summer Institute of Competitive Strategy Researcher Travel Grant, Haas School of Business, UC Berkeley, 2009
- Marketing Science Consortium Doctoral Fellow, 2009
- Summer Institute of Competitive Strategy Doctoral Student Travel Grant, Haas School of Business, UC Berkeley, 2008
- Foster School of Business Travel Grant (2008, 2009, 2010)
- eHavioral Marketing Conference Attendance Grant, Law Seminar International, 2008
- GSFEI (The Graduate School Fund for Excellence and Innovation) Graduate School Travel Award, 2006
- CSDE (Center for studies in Demography and Ecology) summer fellowship for International development research, Summer 2005
- E.J.Ourso Business School Travel Award, Louisiana State University, 2004

INVITED TALKS

- 10th workshop on Economics of advertising and marketing (2017)
- Jawaharlal Nehru University (2017)
- UTD Forms Conference (Discussant, 2016)
- Koc-Ozyegin-Sabancı Marketing Camp (2015, 2016)
- University of Ljubljana (March, 2014)
- Indian School of Business (September, 2012)
- Bilkent University (October , 2012)

- Sabanci University (October, 2012)
- Duke University (October, 2012)
- Department of Social Work, University of Washington (March, 2010)
- University of Oregon (May, 2007)

CONFERENCE
PRESENTATIONS

- Sponsored content advertising in a two sided market (10th workshop on Economics of advertising and marketing 2017, scheduled)
- Fast or free - on partitioned pricing competition between online retailers (POMS Conference 2017)
- Should firms always invest in corporate social responsibility? When, when and how (Marketing Science Conference 2017)
- Sponsored content advertising in a two sided market (Koc-Ozyegin-Sabanci Marketing Camp 2016)
- Fast or free - on partitioned pricing competition between online retailers (Marketing Science Conference 2016)
- Transparent or disguised: The impact of sponsored content advertising on two-sided media platforms (Marketing Science Conference 2015)
- Should firms always invest in corporate social responsibility? When, when and how (Koc-Ozyegin-Sabanci Marketing Camp 2015)
- Optimal bidding strategies in sponsored search advertising auctions (Marketing Science Conference 2014, Spring Meeting of Young Economists 2014, 8th Annual Conference on Game Theory and Management 2014)
- Reseller vs. individual buyers - bidding strategies in sequential online auctions (Marketing Science Conference 2012)
- Peer to peer advertising through social networking websites (SICS Berkeley 2009, Marketing Science Conference 2009, UW-UBC mini conference 2009)
- On Bayesian bidding strategies of a multi-period participant in sequential online auctions (UTD- FORMS conference, Dallas 2009)
- Social identity and group lending (Spring Meeting of Young Economists, Warsaw, Poland, 2004 and Louisiana State University Economics Department Seminar Series, 2004)
- Financial liberalization in Developing countries -success and failure (7th State Science Congress, India, 2000)
- Business management and Industrial Economics - a modern approach (Inter State Student Science Congress, India 1999)