Debjit Gupta

School of Management,
Binghamton University, State University of New York
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Education

Ph.D. Business Administration (Marketing), Virginia Tech, 2020.

M.S. Quantitative Economics, Indian Statistical Institute, India, 2013.

B.A. Economics, Jadavpur University, India, 2011.

Research Interests

Substantive: Crowdsourcing, user-generated content, matchmaking platforms, time and money equivalences.

Methodological: Bayesian econometrics, natural experiments, new empirical industrial organization, experimental economics and behavioral games

Selected Research in Progress

"Incentivizing User Generated Content—A Double-Edged Sword: Converging Evidence from a Natural Experiment and a Lab Study," Gupta, Debjit, Juncai Jiang, Ying Xie and Dipankar Chakravarti. (*Manuscript in preparation for submission to Journal of Marketing Research*)

"Matching and Making in Matchmaking Platforms: A Structural Analysis," Gupta, Debjit, Juncai Jiang and Dipankar Chakravarti. (*Manuscript in preparation for submission to Marketing Science*)

"Matching and Making in One-Sided Matching Markets: A Managerial Decision Calculus," Gupta, Debjit, Dipankar Chakravarti and Juncai Jiang (*Work in progress*)

"Is Time Money and Money Time?" Chakravarti, Dipankar and Debjit Gupta (*Manuscript in preparation to be submitted to Journal of Marketing Research*)

"Charitable Giving to Public Schools: When Should You Support Students," Jiang, Juncai and Debjit Gupta (*Work in progress*)

Conference Presentations

Gupta, Debjit, Juncai Jiang, and Ying Xie, "Does it Pay to Pay? The Impact of Incentive Modes on Crowdsourcing Effectiveness," 39th ISMS Marketing Science Conference, Los Angeles, 2017.

Chakravarti, Dipankar and Debjit Gupta, "Is Time Money and Money Time? Mindset as Moderator", 39th ISMS Marketing Science Conference, Los Angeles, 2017.

Gupta, Debjit and Abhi Bhattacharya (2018), "The Impact of Data Disclosure on Consumer Complaint Resolution and Firm Performance," 40th ISMS Marketing Science Conference, Philadelphia, 2018.

Gupta, Debjit and Juncai Jiang, Dipankar Chakravarti (2020), "Matching And Making In Matchmaking Platforms: A Structural Analysis," 42nd ISMS Marketing Science Conference, 2020.

Teaching Experience

Virginia Tech, Pamplin College of Business

Instructor

Marketing Research, (MKTG 4154), Spring 2020, Fall 2016, Summer 2016

Marketing, Society and the Public Interest, (MKTG 4644), Summer 2017.

Teaching Assistant

Marketing Research, (MKTG 4154), Juncai Jiang, Fall 2015, Spring 2015, 2016, 2018, 2019 & 2020.

Advanced Topics in Quantitative Methods for Business Research, (MKTG 6984), Juncai Jiang, Spring 2015, 2018 & 2019.

Time Series Analysis for Business, (MKTG 6984), Mohammad Jahan Parvar, Summer 2018, 2019 & 2020.

Bayesian Methods and Applications in Business Research, (MKTG 6984), Wei Liu, Fall 2018 & 2019.

Honors and Awards

AMA-Sheth Doctoral Consortium Fellow, 2019

Graduate School Travel Grant 2017, 2018

Pamplin College of Business Scholarship 2014-15

Industry Experience

Hewlett Packard

Business Analyst, Hewlett-Packard Global Analytics, Bangalore, India, July 2013 – July 2014.

Dr. Reddy's Laboratories

Summer Intern, Dr. Reddy's Laboratories, Hyderabad, India, May 2012 – July 2012.

Service

Organizing Committee Young Students' Economics Meet, Jadavpur University, 2008-2011.

Graduate Student of the Year selection committee, Virginia Tech, 2018.

Software and Programming Skills

Programming Software Packages: R, Python, SAS, Stata.

Survey Design: Qualtrics, Amazon MTurk.