

Debjit Gupta

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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.

Academic Positions

Assistant Professor of Marketing, 2020–Present
School of Management, Binghamton University, SUNY

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

Chatterjee, Subimal, Debjit Gupta, Chien-Wei Lin, and Jinfeng Jiao (2025), “Trying but Failing: The Role of Time and Money in Enhancing Self-Determination, Increasing Goal Persistence, and Reducing Unhappiness.” *Journal of Consumer Marketing*.

“Prize Substitution and Participation Penalty in Contests for User-Generated Content: Evidence from Field Data and Experiments,” Gupta, Debjit, Juncai Jiang, Ying Xie and Dipankar Chakravarti. (*Manuscript in preparation for submission to Management Information Systems Quarterly*)

“Ability vs. Stability in Partner Selection? Performance Maximization Versus Team Stability Under Varying Reputation and Adjustment Costs” Chakravarti, Dipankar and Debjit Gupta (*Manuscript in preparation for submission to Organizational Behavior and Human Decision Processes*)

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

“Is Time Money and Money Time?” Chakravarti, Dipankar and Debjit Gupta (five experiments conducted, *Manuscript in preparation*)

“Gambled Price Discounts: How the Surprise of Winning Versus Not Winning Shapes Consumer Feelings and Future Behavior.” Chatterjee, Subimal, Debjit Gupta and Deniz Dalman (*Manuscript in preparation for submission to European Journal of Marketing*)

“Fitting a Brand’s Visual and Cognitive Anthropomorphic Forms Restores Personal Need for Control,” Dalman, Deniz, Subimal Chatterjee and Debjit Gupta (*Manuscript in preparation for submission to Journal of Business Research*)

“Examining the Effect of the Dobbs Decision on Demand for Imperfect Substitutes.” Rabino, Rebecca, Daniel Villanova and Debjit Gupta (*Manuscript in preparation*)

Conference Presentations

Chatterjee, Subimal, *Debjit Gupta, and Deniz Dalman, “Gambled Price Discounts: How the Surprise of Winning Versus Not Winning Shapes Consumer Feelings and Future Behavior,” 47th ISMS Marketing Science Conference, Washington, D.C., 2025.

*Rabino, Rebecca, Daniel Villanova, and Debjit Gupta, “Examining the Effect of the Dobbs Decision on Demand for Imperfect Substitutes,” 2025 AMA Marketing and Public Policy Conference, Washington, D.C., 2025.

*Gupta, Debjit and Dipankar Chakravarti, “Ability vs. Stability in Partner Selection? Performance Maximization Versus Team Stability Under Varying Reputation and Adjustment Costs,” 45th ISMS Marketing Science Conference, Miami, 2023.

*Gupta, Debjit, Juncai Jiang, Ying Xie, and Dipankar Chakravarti, “Incentivizing User-Generated Content Using Crowdsourcing Contests – A Double-Edged Sword: Evidence from a Field Dataset and a Controlled Experiment,” 43rd ISMS Marketing Science Conference, 2021.

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

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

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

*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.

*denotes presenting author

Teaching Experience

School of Management, Binghamton University, SUNY

Assistant Professor

Marketing Research, (MKTG 320), Fall 2020, 2021, 2022, 2023; Spring 2021, 2022, 2023, 2024.

Data Mining Techniques for Marketing, (MKTG 480/580), Fall 2020, 2021, 2022, 2023, 2024;
Spring 2021, 2022, 2023, 2025.

Introduction to Data Analytics, (DATA-500), Fall 2023 and 2024.

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.

Honors and Awards

SOM Faculty Teaching Honor Roll, Fall 2020, Spring 2021, Spring 2022, Fall 2022, Sp 2023
(Unannounced)

AMA-Sheth Doctoral Consortium Fellow, 2019

Graduate School Travel Grant 2017, 2018

Pamplin College of Business Scholarship 2014-15

School of Management Service

Undergraduate Curriculum Committee, School of Management, Binghamton University, 2020-
21, 2021-2022,

Technology Strategy Committee, 2022-23, 2023-2024, Present

Dissertation Committee: Bingyang Fang (Dissertation committee member)

Master of Science in Data Analytics (MSDA) Project Mentor (Spring 2022, 2023, 2025; Summer
2023, 2024, 2025)

Marketing Search Committee (Fall 2023~)

Service to Field

Adhoc reviewer for Journal of Consumer Marketing (Spring 2023~Present)

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.

External Service

Rural Response Team (IndiaCovidSos), 2021

Software and Programming Skills

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

Survey Design: Qualtrics, Amazon MTurk, Prolific.