

Krishanu Rakshit

OFFICE ADDRESS

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PERMANENT ADDRESS

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EDUCATION

- Fellow in Management (PhD),** 2010
Indian Institute of Management Bangalore (IIM Bangalore), Bangalore, INDIA
Specialisation: Marketing, Analytical Models.
- Post Graduate Diploma in Management (MBA),** 2000
IIM Bangalore, Bangalore, INDIA, (1998-2000)
Major: Marketing, Minor: Information Systems.
- Bachelor of Engineering (B.E.),** 1994
Jadavpur University, Kolkata, INDIA, (1990-1994)
Specialisation: Mechanical Engineering.

ACADEMIC EXPERIENCE

Associate Professor, Dept. of Marketing, ICN Business School, Nancy 54000, France
(www.icn-artem.com) July 2022 onwards

Associate Professor, Marketing Group, Indian Institute of Management Calcutta (IIM Calcutta) (www.iimcal.ac.in) March- June 2022.

Assistant Professor, Marketing Group, Indian Institute of Management Calcutta (IIM Calcutta) (www.iimcal.ac.in) January 2010- February 2022.

The first **Triple-Crown Accredited Business School** in India.

Courses Taught: **Consumer Behaviour (MK-214), Digital Marketing, Marketing Management (M101)** Marketing Management-II (Marketing Research) and B2B Marketing (MK 224) for Graduate students. Also engaged in teaching several Short and Long Duration Executive Development Programmes and Flipped Classroom teaching.

Visiting Professor, Global Business Leader Programme and Asia Business Leader Programme, Kyoto University, Tokyo Campus 2014, 2015

Course Taught: Marketing Fundamentals.

Dean- MBA Institution, Acharya Institute of Technology (www.acharya.ac.in) September 2009-December 2009.

Courses Taught: Services Marketing, Marketing Management (MM-I).

Associate Professor, Marketing, Acharya School of Management. July - August 2009.

Course Taught: Marketing Management (MM-I).

TEACHING INTERESTS

Digital Marketing, Consumer Behavior (Masters and PhD levels), Services Marketing, Marketing Management (Principles of Marketing and Strategic Marketing), Business Research techniques and

methodology (Masters and PhD levels).

RESEARCH INTERESTS

- Quantitative Inquiry: Sponsored Search dynamics, Assortment Planning, Quantity Surcharges, Online reviews analysis, Choice Uncertainties.
- Qualitative Inquiry: Consumer Self Presentation Behavior on the web, Consumer Responsibilization, Transformative Consumption in Emerging Markets.

Executive Education & Training

- Between 2016 and 2019 developed several High-Impact, customized Training Programs for India's leading **FORTUNE-500** organizations, especially targeted towards their Senior Management cadre. Total training revenue amounted to €1 Million across Two (2) financial years. Completed training for 350+ senior officers in one organization.
- Developed other customized, domain-specific training modules for Pharmaceutical majors, Energy distribution as well as infrastructure companies over a decade.
- Spearheaded the course development and marketing efforts for a Flipped-Classroom Training Program [**Executive Program in Business Management (EPBM)- International**] offered by IIM Calcutta for Working Executives in the **Gulf Council Countries (GCC)** as Program Director for Batches 2 – 4, and then again for Batch 8 (2021 – 22).
- Developed and conducted sessions for visiting Executive MBA participants from HHL, Leipzig and Louvain School of Management at IIM Calcutta.

PEER-REVIEWED PUBLICATIONS

- Tunuguntla, V., Basu, P. and Rakshit, K., and Papadopoulos, T., *Sponsored Search Advertising and Inventory Replenishment: A Decision Support Framework for an Online Retailer*, submitted to **Annals of Operations Research, AJG List-Cat-3. Forthcoming.**
- Chatterjee, S., Rakshit, K., and Mandal, P., *Exploring the Qualitative and Quantitative Antecedents of Reviewer Trustworthiness and its impact on Business Patronage* **International Journal of Hospitality Management**, Volume 110, April 2023, 103448 <https://doi.org/10.1016/j.ijhm.2023.103448> **AJG List-Cat-3.**
- Tunuguntla, V., Rakshit, K., and Basu, P., *Bidding for an Optimal Portfolio of Keywords in Sponsored Search Advertising: From Generic to Branded Keywords*, **European Journal of Operational Research**, Vol. 307, Issue 3, 16 June 2023, Pages 1424-40, <https://doi.org/10.1016/j.ejor.2022.10.021> **AJG List-Cat-4.**
- Hota, P., Manoharan, B., Rakshit, K., and Panigrahi, P., *Hybrid organization Deconstructed: A Bibliographic Investigation into the Origins, Development, and Future of the Research Domain*, **International Journal of Management Reviews**, Vol.25, Issue. 2, pp. 384 – 409. <http://doi.org/10.1111/ijmr.12314> **AJG List-Cat-3.**
- Shalini, Manoharan, B., Parthiban, R., Qureshi, I., Bhatt, B. and Rakshit, K., (2021) *Digital Technology-enabled Transformative Consumer Responsibilisation: A Case Study*, **European Journal of Marketing**, Vol. 55(9), pp.2538-2565. <https://doi.org/10.1108/EJM-02-2020-0139> **AJG List-Cat-3.**
- Shekhar, S., Manoharan, B. and Rakshit, K. (2020), *Going Cashless: Change in Institutional Logic and Consumption Practices in the Face of Institutional Disruption*, **Journal of Business Research** Vol. 114, June, pp. 60-79. <https://doi.org/10.1016/j.jbusres.2020.04.010> **AJG List-Cat-3.**
- Tunuguntla, V., Basu, P. Rakshit, K. and Ghosh, D. (2019), *Sponsored Search Advertising and Dynamic Pricing for Perishables Products under Inventory-linked Customer Willingness to*

Pay, **European Journal of Operational Research** Volume 276, Issue 1, July, pp. 119-132. <https://doi.org/10.1016/j.ejor.2018.12.026> **AJG List-Cat-4.**

- Kumar, S. R., and Rakshit, K. (2003), *Exploring Brand Loyalty*, **IIMB Management Review**.

Manuscripts Under Review in Journals

- Rakshit, K., Mandal, P., Gupta, S., and Prakhya, S., *A ‘Wee’ Bit More for the Large One: Quantity Surcharges and Uncertain Consumption* submitted to **International Journal of Production Economics**, **AJG List-Cat-3**. Submitted September 2023.
- Banerjee, P., Rakshit, K., Mishra, S., and Masters, T., *Attribute Ratings and their Impact on Attraction and Compromise Effects* submitted to **Marketing Letters**, **AJG List-Cat-3**, *Revise and Resubmit (Round 2)*.
- Shinde, S.; and Rakshit, K., *Mythologizing The Dark Knight: Exploring the Serial Brand’s Mythos* submitted to the **European Journal of Marketing**, **AJG List-Cat-3**, *Under Review September 2023*.
- Shinde, S., Anushka, A., and Rakshit, K., *Hidden in Plain Sight: Apathy among ‘Citimers’ – a case of Moral Distancing in Crisis?* submitted to **Human Relations**, **AJG List-Cat-4**, *Submitted October 2023*.

Manuscripts- Under Preparation

- Manoharan, B., Rakshit, K., Qureshi, I., Bhatt, B., Shalini and Parthiban, R., *Integrative Institutional Entrepreneurship: Role of Boundary Object in Addressing Multiple Grand Challenges* for submission to **Journal of Management Studies**, (April-May, 2023) **AJG List-Cat-4**.
- Manoharan, B., and Rakshit, K., *Too Much Novelty?: The Failed Emergence of the Neo-Ethical Self After the Demonetization Shock* prepared for the **Journal of Business Ethics**, *Expected Submission date May, 2023*. **AJG List-Cat-3**.
- Rakshit, K. and Manoharan, B., *Hindutva: An Anti-Plebian Ideology* prepared for **Journal of Consumer Research**, *Expected Submission date April 2023*. **AJG List-Cat-4***.
- Manoharan, B., Narayanan, A., Rakshit, K., and Sreekumar, V. *Sustainability! Over My Dead Body? - Enabling Institutional Logic Change by Bridging Complementary Institutional Voids* prepared for **Academy of Management Journal**. *Paper is Journal Ready; expected Submission date June, 2023, next round of interviews are being conducted*. **AJG List-Cat-4***.
- Rakshit, K., and Manoharan, B., *Selfie-Centered Campaigns: An Exploratory Research* being prepared for **Journal of Business Research**. *Expected Submission date July-August, 2023* **AJG List-Cat-3**.
- Manoharan, B. and Rakshit, K., *Jallikattu: Awakening of the Dravidian Masculinity* being prepared for **Journal of Consumer Research**, *Expected Submission date April, 2023, next round of data collection in progress*. **AJG List-Cat-4***.

COMPETITIVE RESEARCH GRANTS

- Winner of the **2022 Association of Consumer Research (ACR) Transformative Consumption Research (TCR) Grant** for Research Titled: “Recycling Piety: Responsibilizing Religious Consumers”- September 2022, Grant Amount- USD1.000.
- Winner of the **2022 Association of Consumer Research (ACR) Transformative Consumption Research (TCR) Grant** for Research Titled: “Mother, Shall I put you to Sleep?” - An Exploratory Inquiry of Thalaikoothal - A Traditional Senicide Practice”- September 2022, Grant Amount- USD1.000.
- Recipient of the **Bala and Vasantha Balachandran Research Grant** award for Year 2019. Amount Rs.100.000 (USD 1.600 Approx.)

- Winner of the **2020 Association of Consumer Research (ACR) Transformative Consumption Research (TCR) Grant** for Research Titled: “The Outcaste becomes the Guru”- September 2020, Grant Amount- USD2.000.
- Recipient of the **Bala and Vasantha Balachandran Research Grant award** for Year 2019. Amount Rs.100.000 (USD 1.600 Approx.)
- Recipient of the **Bala and Vasantha Balachandran Research Grant award** for Year 2018. Amount Rs.100.000 (USD 1.700 Approx.)
- Recipient of the **Raj Sethuraman NASMEI Research Grant Award** for Doctoral Students (Co-Researcher). Amount Rs.75.000 (USD 1.100 Approx.)

PhD-Thesis Guidance

- Shinde, S.- Thesis Title “Exploring the growth of news channels in Vernacular Media”- (Committee Chair)- (Expected Completion-October, 2023)
- Manoharan, B.- Thesis Title “Exploring the Self in Online Consumption”- (Committee Chair)- (Completed August 2020)
- Vaishnavi T. - Thesis Title “Sponsored Search Advertising under Inventory-linked Customer Willingness to Pay” along with Prof. Preetam Basu (Committee Chair), and Prof. Debabrata Ghosh (Member)- (Completed-July 2018)

Academic Administration Services Record

- **Chairperson, Post-Graduate Diploma Programme in Business Analytics.** Responsible for Programme coordination across 3 prestigious institutes in India; IIM Calcutta, IIT Kharagpur and Indian Statistical Institute (ISI). (May 2021-April 2022).
- Completed the 2-year term as **Chairperson, Career Development and Placements Office** 2012 – 14
- Served as the **Group Coordinator** for the Marketing Group, 2012 – 14
- Served as members in other Academic and Administrative committees (2011- Till date)- currently serving (2018 – 2020) on one Academic Committee viz. **Post Graduate Diploma in Business Analytics (PGDBA)** as Marketing Group Representative and one Administrative Committee (Management Development Programmes) for developing Executive Education programme policies.

Book Chapters Published

- Rakshit K., Gupta S., Prakhya S. (2016) Quantity Surcharges for Consumers with Consumption Uncertainties. In: Groza M., Ragland C. (eds) Marketing Challenges in a Turbulent Business Environment. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham.

Teaching Cases Prepared

- Manoharan B., Parthiban R., Shalini, and Rakshit K. (2019) Farmizen.: Enacting the Real World Farmville Part A -Domain: Branding; Part B- Domain: Operations Management; Part C- Domain: Business Strategy, Submitted to IIM-Calcutta Case Research Centre.
- Manoharan B., Shalini, Parthiban R. and Rakshit K. Bakeys: Bringing 3Ps to the Plate. Submitted to the Ivey Case Research Centre.

Teaching Case Studies- Under Advanced Stages of Preparation

- Manoharan B and Rakshit K. PETA: Ethical Dilemma in a Traditional Sport (Domain: Ethical Consumption, Data Collection completed. Case writing in Progress. Target: Ivey Case Research Centre.)

Industry Reports

- “*Global Outsourcing: A Synopsis of Chinese, Indian & the Philippine Outsourcing Markets*” co-authored by Rupa Chanda , *UNDP Report, 2009*.
- Authored a report on Indian IT & ITeS sectors for possible partnership opportunities for EU Firms- this project has been commissioned by **VTT Research Group, Espoo, Finland**. (Duration: October 2006 to May 2007). Available at:
<http://www.vtt.fi/inf/pdf/tiedotteet/2007/T2392.pdf>

PEER REVIEWED CONFERENCE PROCEEDINGS- (*Selected*)

- Shinde, S. and Rakshit, K., *Mythologizing the Dark Knight: A Process Enquiry* Accepted for Presentation at the Association for Consumer Research (ACR) 2021 conference, Seattle, October, 2021.
- Kansal, A. and Rakshit, K., *Kawaii Women- Empowered, Or, Entrapped?* presented at the 51st Association for Consumer Research (ACR) conference, Paris, October, 2020.
- Manoharan, B. and Rakshit, K., *Collaborative Consumption (CC) at the Bottom of the Pyramid* Accepted for Presentation at the 51st Association for Consumer Research (ACR) conference, Paris, October, 2020.
- Manoharan, B. and Rakshit, K., *Contesting Stigma in the Online Space: An Institutional Perspective* Accepted for Presentation at the 51st Association for Consumer Research (ACR) conference, Paris, October, 2020.
- Manoharan, B. and Rakshit, K. *Caste-based Marketplaces - The fringes: Experiences from India* Presented at the Virtual Subsistence Conference, Organized by Loyola Marymount University, Los Angeles, USA, May 31-June 1, 2020.
- Manoharan, B., Sreekumar, V., Narayanan, A., and Rakshit, K., *Combating Fake News in the Digital Space - Consumption Practices Driven Institutional Logic Change*; 2020 American Marketing Association (AMA) Winter Academic Conference, San Diego, CA, February 14-16, 2020.
- Manoharan, B., Narayanan, A., Sreekumar, V. and Rakshit, K., *Taking the Bull by the Horns: Linguistic Ideology and Masculine Consumption in a Bull-taming Spectacle*, 2020 American Marketing Association (AMA) Winter Academic Conference, San Diego, CA, February 14-16, 2020
- Manoharan, B., Sreekumar, V., Rakshit, K., and Narayanan, A. *Emergence of Institutional Logic due to Changing Consumption Practices: The Real Story of Fake News* Accepted for presentation at the AOM Specialized Conference: Responsible Leadership in Rising Economies, Bled, Slovenija, October 23-25, 2019.
- Manoharan, B., Narayanan, A., Rakshit, K., and Sreekumar, V., *Sustainability! Over My Dead Body? - Enabling Institutional Logic Change by Bridging Complementary Institutional Voids* Accepted for presentation at the AOM Specialized Conference: Responsible Leadership in Rising Economies, Bled, Slovenija, October 23-25, 2019.
- Rakshit, Krishanu and Manoharan, Bhupesh, *“Selfie-Centered” Campaigns: An Exploratory Research*, presented at the EURAM 2018 Conference, Reykjavik. Iceland, June 19-22, 2018.
- Manoharan, Bhupesh and Rakshit, Krishanu, *Patanjali Ayurved - The Guru and The Myth-Making*, presented at the ACR Latin America Conference 2017, Cali, Colombia, July 6-8, 2017. Awarded the **“Best Conference Theme Paper”**.
- Rakshit, Krishanu and Deb, Mrinmay, *Assortment Planning of Vertically Differentiated Products for Heterogeneous Customers*, accepted for presentation at the 7th International Conference on Industrial Engineering and Operations Management, April 11-13, 2017, Rabat, Morocco

- Rakshit, Krishanu and Deb, Mrinmay, *Assortment Planning for Retailers for Vertically Differentiated Products*, presented at the 5th World Conference on Production and Operations Management (POMS-EUROMA - JOMSA), September 6-10, 2016, Havana, Cuba.
- Gupta, Subhashish and Prakhya, Srinivas and Rakshit, Krishanu, *Consumer Uncertainty and Pack Size* (April 30, 2014). IIM Bangalore Research Paper No. 460. Available at SSRN: <http://ssrn.com/abstract=2431163>
- “*Exploring antecedents for Misselling in Financial Services*” co-authored by Sheila Roy accepted and presented at the ANZMAC 2013 Conference in Auckland, New Zealand, *University of Auckland, December 1-4, 2013*
- “*Uncertain Consumption and Prepaid Mobile Recharges*” co-authored by Srinivas Prakhya accepted and scheduled for presentation at the 33rd INFORMS Marketing Science Conference, *Rice University, Houston, USA, June 9-11, 2011*
- “*Uncertain Consumption and Quantity Surcharges in Consumer Non-Durables: an Analytical Model*” co-authored by Srinivas Prakhya & Arnab Mukherji presented at the 32nd INFORMS Marketing Science Conference, *Cologne, Germany, June 16-18, 2010.*
- “*Exploring Quantity Surcharges For Uncertain Consumption*” co-authored by Srinivas Prakhya accepted for presentation at the 39th EMAC Conference 2010, *Copenhagen, Denmark, June 1-4, 2010.*
- “*Service logistics and the evolving competitive landscape: A case study of the Indian IT services industry*” co-authored by Jari Kettunen & Mikkola Markku presented at the 13th International Symposium on Logistics (ISL), *Bangkok, Thailand, 6-8 July 2008.*
- “*Portfolio Management of New and Remanufactured Products with Finite Life*” co-authored by Mrinmay Deb accepted for presentation at the 2007 POMS Conference, *May 4-7, 2007, Dallas, TX* and *EUROMA 2007, Bilkent University, Ankara.*
- “*Analytical Model for Pricing Line Extensions of Consumer Non-Durables*” co-authored by Srinivas Prakhya accepted for presentation at the MIC '06, held at *Portoroz, Slovenia, November 20-23, 2006.*
- “*Exploring Search Maturity as an Antecedent for Loyalty for online consumers*” co-authored by Anand Ramanathan presented at EURAM 2006, organized by the *BI Norwegian School of Management, Oslo, May 17-20, 2006.*

Corporate Stints

Senior Project Manager October '00 to June '03
S & S Erectors Pvt. Limited - Technical Consulting & Project Management Firm (Privately Owned),
Kolkata, India.

- Overall Project Management responsibilities and in-charge, Financial Management for group.

Assistant Manager, Sales June- September 2000
Coca Cola India, Hyderabad & Gurgaon, India Sales Planning

- Regional Planning and target setting for sales supervisors and Key Account Management.

Engineer, After Sales July '94 - May '98
Tata Engineering & Locomotive Co. Ltd. (TELCO) Ahmedabad, Gujarat. The leading vehicle
manufacturing firm in India

- *In charge of Dealer Development* (July '94- November '95, April '97-May '98)
 - Zonal After Sales activities for Commercial (Heavy) & Passenger Vehicles; Technical & Sales Training of Dealer personnel
- *Zonal Head, After Sales Activities* (December '95- March '97)
Mercedes Benz (I) Ltd. (under deputation from TELCO), Ahmedabad, Gujarat

- After Sales activities (passenger vehicles); Dealer & service network development.

CONSULTING & RESEARCH PROJECTS UNDERTAKEN

- Marketing Consultant for North Eastern Development Finance Corporation Limited <http://www.nedfi.com/> for their stakeholder outreach programmes. (Since 2014)
- Authored a text on *Consumer Behaviour* and *Marketing Research Methods* for training Retail Professionals (May, 2008).
- Project commissioned by the **Ministry of Health** and **WHO** with Professor Rupa Chanda on "Implications of FDI in Indian Healthcare Sector", April 2007-August 2007.
- Project for developing India as an International Convention Destination in the next decade for **Indian Convention Promotion Bureau** (ICPB) and **Ministry of Tourism, Government of INDIA** - an IIM Bangalore Project (April 2006 to April 2007).
<http://tourism.gov.in/survey/..%5Cpplan%5CICPB%20Report.pdf>
- Lead Member of the select team for **Global Consulting Program** (GCP) a partnership between IIM Bangalore, **Recanati Business School** (Tel- Aviv University) and **Wharton Business School** for a project for an Israeli manufacturer in the internationalization program.
- Identifying competence areas and process maps for a public sector organization for "Going International" with Prof. G. Shainesh, IIM Bangalore as a Consulting Project (Dec 2004-March 2005)
- Identifying antecedent variables for saving for Pension Plans- (project in conjunction with Centre of Insurance Research at IIM Bangalore (CIRE), **ING Vysya** and **IRDA** (www.irdaindia.org), for the book titled, "**Indian Pensions- Facing the Future**", Tata McGraw Hill, 2007. (Involved in extensive background statistical analysis for the research)
- Market study reports for *Indian Non-Alcoholic drinks segment*; (August - September 2001), *Packaged foods for the Regional* (South Indian) market (March - May 2004), *Alternative Distribution Channels in the Indian scenario*, (the role of these marginal forms of retailing)- the National level analysis- (June- December 2004), *Impulse Food Channels* (national Market) and the implications for growth of this market in the Indian context- July- December 2005, *Toys and Games Market in India* (April 2006 to June 2006). (Client: **Euromonitor International Pvt. Ltd.** Singapore & London)

PERSONAL DETAILS

- Born: September 16, 1971
- Nationality: INDIAN
- Researcher id: (**ORCID**) **0000-0001-9129-2384**

SOFTWARE & TOOLS PROFICIENCY

- Proficient in MS Office tools: High Level of Proficiency.
- Open source document editing in MiKTeX and LaTeX.
- Statistical Tools like SPSS19.0, EViews & SAS Enterprise Version(basic)

EXTRA-CURRICULAR ACTIVITIES

- Numismatics- focus on European principality issued coinage (1601 AD to the Great Wars).
- Photography- mainly nature and historic monuments
- Reading- mainly history and other non-fiction items.
- Collecting trivia- on Wars through the Centuries, Pre and post Westphalian Political scenarios.
- Traveling- contributor to several Travel blogs.