

Arpita Pandey

RESEARCH INTERESTS

Digital Marketing, Advertising, Cause-Related Marketing, Consumer Behaviour and Psychology

EDUCATION

PhD, Marketing, Indian Institute of Management Ahmedabad, 2021. Dissertation: All for a good cause: A study of placement of cause marketing advertisements in consumer online decision journey.

MBA, Indian Institute of Technology Kanpur, 2012

B.Tech. Harcourt Butler Technological Institute, 2010

JOURNAL PUBLICATIONS

Pandey Arpita, Tripathi Sanjeev, Jain Shailendra, “Past imperfect or present perfect: How dynamic ranks influence consumer perceptions”, in NA – *Advances in Consumer Research* Volume 48, eds. Jen Argo, Tina Lowrey, Hope Schau, Paris: Association for Consumer Research (**ABDC B**)

PROFESSIONAL EXPERIENCE

Assistant Professor, Marketing, Indian Institute of Management Bangalore, July 2021 - current

Co-founder and Head of Marketing, AgroCast Analytics, Ahmedabad, 2019-2021

Consultant, Accenture Management Consulting, Bengaluru,, 2010-2012

REFeree SERVICE

Society for Consumer Psychology, Reviewer, 2020

Association for Consumer Research Asia Pacific, Reviewer, 2019

Emerging Markets Conference Board, Reviewer, 2019

Society for Consumer Psychology, Reviewer, 2018

IIMA Doctoral Summer School, Reviewer, 2018

CONFERENCES AND CONSORTIUMS

- “Past imperfect or present perfect: How dynamic ranks influence consumer perceptions”, Manuscript presented at Association for Consumer Research Conference (ACR), Paris, France (virtual) 2020
- “Change for better or worse: Analysis of Consumer perception of Ranks”, Manuscript presented at European Marketing Academy Conference (EMAC), Hamburg, Germany 2019
- “Bail-out on the bundle? A study of factors impacting transaction decoupling and post-purchase bundle consumption”, Association for Consumer Research Asia Pacific Conference, Ahmedabad, India 2019
- “Does purchase always lead to consumption? Factors impacting transaction decoupling and bundle consumption”, Manuscript presented at European Marketing Academy Conference (EMAC), Glasgow, Scotland 2018
- “First among equals: analysis of consumer perceptions of ranks”, Manuscript accepted at Academy of Marketing Science Conference (AMS), New Orleans, Louisiana 2018
- “Does purchase always lead to consumption? Factors impacting transaction decoupling 2018

and bundle consumption”, Manuscript accepted at Academy of Marketing Science Conference (AMS), New Orleans, Louisiana

- “Transaction Decoupling and Bundle Consumption: A regulatory focus perspective”, Manuscript accepted at Society for Consumer Psychology at APA, San Francisco, California 2018
- “First among equals: analysis of consumer perceptions of ranks”, Manuscript accepted at AMA’s Summer Academic conference, Boston, Massachusetts 2018
- Max Planck Winter School on Bounded Rationality, one of the 30 out of 550 selected for the 7 day winter school 2018

AWARDS AND HONORS

- Tirath Gupta Memorial Award for Best Thesis, IIMA 2021
- Winner, Bala and Vasantha Balachandran Research Grant for INR 1,00,000 2020
- S.N. Mittal Gold Medal for all round excellence, IIT Kanpur (awarded to 1 among an outgoing batch of 800 students) 2012
- Silver Medal for academic excellence, HBTI Kanpur (for 2nd rank in a graduating batch of 600 students) 2012