

Amitava CHATTOPADHYAY

Professor of Marketing

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Professor Chattopadhyay is an expert on branding and innovation. Over the past three decades he has published more than 60 articles in leading international journals and proceedings, such as the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *International Journal of Research in Marketing*, and *Long Range Planning*.

Professor Chattopadhyay is on the editorial review boards of the *Journal of Marketing*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, and *Long Range Planning*. Professor Chattopadhyay has been recognized for his research, having been the recipient of the Robert Ferber Award and a finalist for the O'Dell Award. His book entitled *The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands* was recognized as "The Best Business Book for 2012" by Strategy +Business. He is a Fellow of the Institute on Asian Consumer Insights and the CEIBS Center for Emerging Market Studies. He has served as a member of the Association for Consumer Research's Board of Directors.

Aside from teaching in degree programs, Professor Chattopadhyay has taught in executive programs in Europe, The Americas, Australia, Asia, and Africa. He is on the advisory boards of several organizations and a consultant to multinational firms.

Professor Chattopadhyay holds a Ph.D. from the University of Florida, a PGDM from the Indian Institute of Management, Ahmedabad, and a B.Sc. (Honours) degree from Jadavpur University, India.
