ARITRA BHATTACHARYA

PERSONAL INFORMATION

🏛 I.S.B.,
Gachibowli,
Hyderabad,
India - 500111

🏠 8/2, 1st Lane,
S. C. Naskar Road,
Garia, Kolkata,
India - 700084

✉ aritra_bhattacharya@isb.edu
✉ anandamaypax@gmail.com
📱 +91 9872 502 387

Date of Birth 📅 April 25 1995

EDUCATION

Indian School of Business	2021 - Present
▷ **F.P.M. (Ph.D.), Marketing**: 3.64/4	

Indian Institute of Science Education and Research Mohali	2014 - 2021
▷ **B.S. - M.S., Mathematics**: 8.1/10	

South Point School / High School	1998 - 2013
▷ **W.B.C.H.S.E. Std XII**: 84.6%	
▷ **W.B.B.S.E. Std X:**: 91.3%	

RESEARCH EXPERIENCE

How to incentivize sales managers: learnings from a field study	Feb '22 - Present

Dr Raghu Bommaraju, I.S.B. & Dr Rob Waiser, L.B.S.

- ▷ Compared effectiveness of incentive options for sales managers
- ▷ Presented novel compensation scheme to alleviate concerns of deteriorating long-term performance
- ▷ Identified underlying mechanism for effectiveness of new scheme
- ▷ Identified conditions under which new scheme is particularly effective

Characterizing resonances through uncertainty measures (M.S. thesis)	Aug '20 - May '21

Dr P. Balanarayan, I.I.S.E.R. Mohali

- ▷ Solved time-independent & time-dependent Schrödinger equations for 1-D potentials
- ▷ Simulated stationary & time-dependent model systems in PYTHON to study quantum tunneling
- ▷ Characterized resonant states & classified bound states through Shannon entropy & standard deviation

Personalized news recommender using machine learning	Jan '20 - Jun '20

Dr Sarabjot Singh, I.I.S.E.R. Mohali

- ▷ Scraped corpus, vectorized using word2vec & clustered articles
- ▷ Collected implicit user data, designed vectorization & clustered users
- ▷ Designed recommendations for cold user, cold item & clustered units using hybrid filtering techniques

CONFERENCES

- ▷ Presented on "How to incentivize sales managers: learnings from a field study" (working paper) at I.S.M.S. Marketing Science Conference 2022 hosted by The University of Chicago Booth School of Business

RELEVANT COURSEWORK

- ▷ Empirical Models in Marketing
- ▷ Marketing Management
- ▷ Empirical Research in O.M.
- ▷ Data Analysis for Accounting Research
- ▷ Microeconomics
- ▷ Macroeconomics
- ▷ Econometrics
- ▷ Qualitative Methods
- ▷ Unsupervised Learning
- ▷ Text Analytics
- ▷ Statistical Analysis
- ▷ Ordinary & Partial Diff. Equations
- ▷ Measure theory & probability
- ▷ Stochastic processes
- ▷ Analysis in $\mathbb{R}^n$
- ▷ Rings, polynomials & matrices

SKILLS

Computational:
- ▷ PYTHON, Stata, LaTeX, M.S. Office

Linguistic:
- ▷ English, Bengali, Hindi

ACHIEVEMENTS

- ▷ 335/340 in G.R.E.
- ▷ Top 5 rank in MS14 Mathematics batch at I.I.S.E.R. Mohali
- ▷ Top 1 percentile in W.B.C.H.S.E. Std XII examination 2013
- ▷ Top 25 rank in W.B.B.S.E. Std X examination 2011

FELLOWSHIPS

- ▷ I.S.B. Fellow: 2021 - Present
- ▷ D.S.T. - I.N.S.P.I.R.E. Fellow: 2014 - 2019

SEMINARS

- ▷ Training Programme in Mathematics Level 2 camp in May - Jun 2016 at N.I.S.E.R., Bhubaneshwar
- ▷ National Initiative on Undergraduate Science Physics 12.1 camp in Dec 2014 at H.B.C.S.E., T.I.F.R., Mumbai
- ▷ Jagadis Bose National Science Talent Search camp in Oct 2011 at J.B. Centre for Excellence, Kolkata

EXTRA-CURRICULAR

- ▷ Co-founder of science startup "Naipathya" registered in 2015
- ▷ Performed for "Naipathya" at D.S.T. - I.N.S.P.I.R.E. Science Camp, Chandigarh in Nov 2015
- ▷ Developed electronic game content as unregistered development studio "Nerds of Gaming"
- ▷ Rabindra-sangeet vocalist with multiple awards
- ▷ U12 player under Cricket Association of Bengal