

Aritra Bhattacharya

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RESEARCH INTERESTS

Sales Force Compensation

Middle Management

Marketing Strategy

EDUCATION

Indian School of Business

PhD Candidate, Marketing (Co-chairs: Dr. Raghu Bommaraju, Dr. Andre Bonfrer): 3.78/4

2026 (expected)

Hyderabad

Indian Institute of Science Education and Research Mohali

BS – MS, Mathematics: 8.14/10

2021

Mohali

WORKING PAPERS

How to Incentivize Sales Managers: Learnings From a Field Study

Aritra Bhattacharya*, Dr. Raghu Bommaraju, Dr. Rob Waiser (University of Kansas)

Reject and Resubmit at *Journal of Marketing*

RESEARCH IN PROGRESS

Sales Contests for New Products: Outcome vs. Activity Metrics

Aritra Bhattacharya*, Dr. Raghu Bommaraju, Dr. Girish Mallapragada (Indiana University)

Preparing manuscript for submission

Effectiveness of Price Delegation: Evidence From a Field Experiment

Gopalakrishna Machani Gangadhar (ISB), Dr. Raghu Bommaraju, Aritra Bhattacharya*, Dr. Prakash Bagri (ISB)

Preparing manuscript for submission

The Impact of Brand Managers' Backgrounds on Marketing-Mix Strategies

Aritra Bhattacharya*, Dr. Raghu Bommaraju, Dr. Rajita Varma (Binghamton University), Dr. Andre Bonfrer (Deakin University)

Collecting and analyzing data

CONFERENCE PRESENTATIONS

Sales Contests for New Products: Outcome vs. Activity Metrics at 8th Biennial Enhancing Sales Force Productivity Conference in May 2024 at Tampere Universities

Sales Contests for New Products: Outcomes vs. Activities at 17th NASMEI Marketing Conference in Dec 2023 at GLIM

How to Incentivize Sales Managers: Learnings From a Field Study at SPJIMR Chicago Booth India Quantitative Marketing Conference in Dec 2023 at SPJIMR

How to Incentivize Sales Managers: Evidence From a Field Study at ISMS Marketing Science Conference in Jun 2022 hosted by University of Chicago

SELECTED COURSEWORK

Marketing Strategy

Analytical Marketing Models

Experimental Design

Personal Selling and Sales

Consumer Behavior

Machine Learning

Empirical Marketing Models

Marketing Management

Text Analytics

Data Analytics for Marketing

Marketing Decision Making

Academic Writing

EXTERNAL COURSES

Marketing Strategy by 14 faculty in Aug – Dec 2023 hosted by Marketing Science Institute (24 selected)

Personal Selling and Sales Management by Dr. Michael Ahearne (University of Houston) in Oct – Dec 2022 hosted by ISBM (25 selected)

Qualitative Methods by Dr. Roy Suddaby in Jan – Apr 2022 at University of Victoria

TEACHING EXPERIENCE

Computer-Based Data Analysis Workshop in Jul 2023 to DBA students at ISB: 6.89/7

TEACHING ASSISTANCE

(DBA) *Basic Qualitative Analysis* (2023) at ISB by Dr. Sundar Bharadwaj (University of Georgia): 6.89/7

(MBA) *Marketing Decision Making* (2023) at ISB by Dr. Sharad Borle (Rice University) and Dr. Raghu Bommaraju: 5.96/7

(DBA) *Writing and Teaching Case Study Design and Execution* (2022) at ISB by Dr. Philip Zerrillo (Thammasat University): 5.57/7

(PhD) *Linear Algebra* (2022) at ISB by Dr. M. Rammohan Rao (ISB): ratings undisclosed

SOFTWARE

Python, Stata, Qualtrics, R, SPSS, Mathematica, NVivo, LIWC, L^AT_EX, MS Office

ACHIEVEMENTS

Trainee Reviewer at *International Journal for Research in Marketing*: Dec 2023 – Present

Indian School of Business Fellow: 2021 – Present

DST-INSPIRE Fellow, Govt of India: 2014 – 2019

335/340 (166 Verbal, 169 Quant) in Graduate Record Examination in Jul 2021

CONFERENCES AND SEMINARS

8th Biennial Enhancing Sales Force Productivity Conference in May 2024 at Tampere Universities

5th ISB AI and Strategy Consortium in Feb 2024 hosted by ISB

1st ISB Marketing Conference in Dec 2023 at ISB

17th NASMEI Conference and 8th NASMEI Doctoral Symposium in Dec 2023 at GLIM

SPJIMR Chicago Booth Indian Quantitative Marketing Conference in Dec 2023 at SPJIMR

16th NASMEI Conference and 7th NASMEI Doctoral Symposium in Dec 2022 at GLIM

3rd ISB Data Science Summit in Dec 2022 at ISB

Journal of Marketing: Marketing Impact with Research-Driven Apps in Nov 2022 hosted by AMA

ISMS Marketing Science Conference in Jun 2022 hosted by University of Chicago

14th ISB Accounting Research Conference in Dec 2021 hosted by ISB