

PROMOTHESH CHATTERJEE

Ph.D. Candidate

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EDUCATION

Currently pursuing **Ph.D. in Marketing** (3rd Year) from Moore School of Business, University of South Carolina, Columbia, SC, USA

MBA (Master of Business Administration): 1995, Specialization in Marketing & Finance, University Institute of Management, University of Jabalpur, Jabalpur (M.P.), India

B.Sc. (Bachelor of Science): 1992, Major subjects – Mathematics, Physics & Chemistry
St. Aloysius College, University of Jabalpur, Jabalpur (M.P.), India

RESEARCH INTERESTS

Consumer Judgment and Decision Making

RESEARCH PAPERS

Credit Card Premium: The Interplay of Desirability and Feasibility in Spending Decisions
(Submitted to Society of Consumer Psychology Winter Conference 2008 as a working paper.)

Hedonic Purchase and Consumer Guilt (work-in-progress).

ACADEMIC EXPERIENCE

Graduate Assistant, Moore School of Business, Department of Marketing, University of South Carolina, SC, USA; August 2005 till present

Asst. Professor, Millennium College of Professional Educational & Research (University of Jabalpur), Jabalpur (M.P.); July 2000 to March 2005

- Taught courses like Principles of Marketing, Market Research & Business Statistics at the undergraduate level (BBA)
- Contributed towards revision of syllabus, setting evaluation parameters and assessment of performance of students of BBA, MBA & MBE of University of Jabalpur as a member of the academic panel.

Additional Experience: Millennium College of Professional Educational & Research (University of Jabalpur), Jabalpur (M.P.); December 2000 to March 2005

Visiting Faculty

- Taught courses like Product Management, Service Marketing & Management of Small Scale Enterprises in the MBA & MBE programs of University of Jabalpur.

PROFESSIONAL EXPERIENCE :

IMS Jabalpur (branch of IMS Learning Resources (P) Ltd., Mumbai – a top notch institute preparing students for Management careers, like Princeton Review & Kaplan in USA): January 1998 to June 2000

Centre Manager of the Profit Centre

- Developed the business from startup stage in all major aspects including Business plan, Advertising & Promotional activities and enrolments.
- Managed the centre successfully for two and half years with a constant growth in revenues & profitability.
- Taught Mathematics & Data Sufficiency to students preparing for various management exams.

Maxworth Financial Services Ltd., Mumbai: May 1995 to December 1997

Assistant Manager

- Provided various financial services to corporate and individual clients viz.
- Term Loan syndication through External Commercial Borrowings & Foreign currency loans
- Monitoring & coordinating the Leasing & Hire Purchase schemes.
- Project Appraisal including feasibility study, SWOT & Financial Analysis & Project Report generation.
- Part of core team associated with major clients.

AWARDS

- Best Teacher award for two years successively (2001, 2002) in the BBA program.

PROFESSIONAL AFFILIATIONS

Member, Association of Consumer Research.

PERSONAL DETAILS

- Father's Name: Professor T. Chatterjee, (Retd.) Head, Department of Social Studies, Govt. Polytechnic College, Jabalpur
- Date & Place of Birth: December 4th 1971, Indore (India)
- Languages known: English, Hindi & Bangla
- Marital Status: Married