

# **Sumitro Banerjee**

## **Address**

ESMT European School of  
Management and Technology  
Schlossplatz 1  
D-10178 Berlin  
Germany

Phone: +49-30-212 31 -1520  
Fax: -1281  
Mobile: +49 (0)160 90670251

Email: [sumitro.banerjee@esmt.org](mailto:sumitro.banerjee@esmt.org)  
[www.esmt.org](http://www.esmt.org)

## **Current employment**

Associate Professor of Marketing, January 2012–present;  
Assistant Professor of Marketing, January 2009–2012;  
ESMT European School of Management and Technology, Berlin, Germany.

## **Education**

PhD in Management (Specialization: Marketing), INSEAD, Fontainebleau, France, 2004.  
MSc in Management (Specialization: Marketing), INSEAD, Fontainebleau, France, 2001.  
Master of International Business, Indian Institute of Foreign Trade, Delhi, India, 1993.  
Bachelor of Technology, Indian School of Mines, Dhanbad, India, 1989.

## **Past employment**

Assistant Professor of Marketing, Martin J. Whitman School of Management, Syracuse University,  
Syracuse, New York, USA, 2004–2008.

## **Publications**

“How Incumbent Firms Foster Consumer Expectations, Delay Launch but Still Win Markets for Next Generation Products” with Miklos Sarvary. *Quantitative Marketing and Economics*, 7 (4), December 2009.

## **Papers under review**

“How should Firms Deal with Unprofitable Customers? Implications for Salesforce Management” with Alex Thevaranjan (invited to revise and resubmit at *Management Science*).

“Product Development Capability and Marketing Strategy for New Durable Goods” with David A. Soberman (invited to revise and resubmit at *International Journal of Research in Marketing*).

“Marketing of Social Responsibility” with Luc Wathieu (under review at *Marketing Science*).

“Multi-product Interaction in Salesforce Compensation: The Case of Product Line Extensions” with Alex Thevaranjan (manuscript under preparation for resubmission, *Marketing Science*).

## **Research in progress**

“Sales Incentives in the Presence of Remanufactured Products” with Atalay Atasu (manuscript under preparation).

"Fairness in Salesforce Compensation" with Francis DeVericourt (analysis stage).

"Competitive Preannouncement in the Context of Two-sided Asymmetric Information" with David A. Soberman (analysis stage).

"Market-driven Product Convergence" with Alfonso Gambardella (analysis stage).

"Endogenous Licensing or Litigation between Patent Trolls and Marketing Firms" (analysis stage).

"Multinational Introduction of New Products: A Sequential Launch Model" with Hubert Gatignon (data analysis stage).

### ***Research interests***

Economic and econometric modeling of interesting marketing phenomena including

New product development and diffusion of innovations

Market entry strategies

Sales force incentives

### ***Academic achievements and fellowships***

ESSEC Business School, Paris (January-June, 2004). Post - Doctoral Fellow & Visiting Faculty.

INSEAD (1998 – 2002). PhD Fellow.

INFORMS (2002). Doctoral Consortium Fellow.

Kellogg Graduate School of Management (Fall 1999). Doctoral Exchange Student at the Marketing Department.

### ***Major research grants***

Peter Curtius-Stiftung Research Grant at ESMT (2009-2010).

Earl V. Snyder Center of Innovation Center (Syracuse University) Research Grant, Summer 2008.

### ***Conference proceedings***

"Global Marketing" (2003) with Joep W.C. Arts and Jeroen L.G. Binken. Marketing Science Institute Conference Summary, Marketing Science Institute Reports, 03-003.

### ***Conference presentations***

Cologne, Germany, June 2010, Marketing Science Conference (University of Cologne). "Marketing Social Responsibility".

Ann Arbor, Michigan, June 2009, Marketing Science Conference (University of Michigan). "Salesforce Compensation and the Targeting of Selling Effort: The Problems of Moral Hazard and Adverse Selection".

Vancouver, Canada, June 2008, Marketing Science Conference (University of British Columbia). "Product Line Extensions and the Redesign of Sales force Compensation: A Principal Agent Perspective".

Berkeley, University of California, Haas School of Business, July 2007, S.I.C.S. Conference. "How Incumbent Firms Foster Consumer Expectations, Delay Launch But Still Win the Markets for Next Generation Products" with Miklos Sarvary. Discussant: Miguel Villas-Boas (UC Berkeley).

Singapore, June 2007, Marketing Science Conference (Singapore Management University, Lee Kong Chian School of Business). "New Product Preannouncement as a Price Discrimination Tool."

Binghamton, School of Management, State University of New York at Binghamton, May 2007, (BBCRST Conference). "The Interaction of R&D Capability and Market Entry Strategies: The Case of Specialized Equipment Suppliers".

Syracuse, New York, Whitman School, May 2005 (BCRST Conference).

Rotterdam, the Netherlands, June 2004, Marketing Science Conference (Erasmus University).

London, UK, June 2004, Trans-Atlantic Doctoral Conference (London Business School).

Maryland, June 2003, Marketing Science Conference (University of Maryland).

London, UK, June 2003, Trans-Atlantic Doctoral Conference (London Business School).

Paris, France, March 2003, HEC-ESSEC-INSEAD Conference (HEC).

### ***Guest lecturer at faculty research seminars***

Paris, France, December 2011, HEC School of Management.

Berlin, Germany, September 2008, European School of Management and Technology.

Paris, France, May 2008, HEC School of Management.

Troy, New York, December 2004, Lally School of Business at Rensselaer Polytechnic Institute.

Lausanne, Switzerland, November 2003, IMD.

Paris, France, October 2003, HEC.

Orlando, Florida, October 2003, University of Central Florida.

Lisbon, Portugal, September 2003, Universidade Nova.

Lisbon, Portugal, September 2003, Universidade Catolica.

### ***Editorial services***

Ad hoc reviewer for Marketing Science, International Journal of Research in Marketing, and Individual Research Grants for The Israel Science Foundation.

### ***Affiliations and memberships***

Member, INFORMS, American Marketing Association and American Economic Association.

### ***Academic honors and awards***

Nominated for Syracuse University's Excellence in Graduate Education Faculty Recognition Award 2007-2008.

"How Incumbent Firms Foster Consumer Expectations, Delay Launch But Still Win the Markets for Next Generation Products" with Miklos Sarvary. Competitively selected for presentation at the S.I.C.S. Conference, UC Berkeley, July 2007. Co-chairs: Subrata Sen (Yale) and Ram Rao (UTD).

### ***Teaching experience***

#### **Teaching interests**

New product management, marketing strategy, marketing research and international marketing.

## **ESMT Berlin**

Introduction to Marketing (MBA): February-March 2011 (teaching evaluation: 4.5 out of 5), January-February 2010 (teaching evaluation: 4.5 out of 5, The President's Honor Roll of Teaching Excellence), January-February 2009 (teaching evaluation: 4.2 out of 5).

Marketing Management (Executive MBA): February 2011 (teaching evaluation: 3.7 out of 5) January-February 2010 (teaching evaluation: 4.5 out of 5, The President's Honor Roll of Teaching Excellence).

Executive Education: Program Director and Faculty of the Open Enrollment Program "Building Market-oriented Business" September, 2011, 2010 (teaching and program evaluation: 4.5 out of 5).

BDPEMS (Berlin Doctoral Program in Economics and Management Science) (Core) Management Science I: Marketing Models (4.5 CP), Fall Semester (December 2010 – February 2011, teaching evaluation 5.00 out of 5.00 – based on only one evaluation form available).

## **Syracuse University**

MAR 802: Building Models in Marketing, PhD course, Spring 2007 (teaching evaluation: 4.81 out of 5).

MAR 444: New Product Management, Undergraduate elective for Seniors and Juniors (teaching evaluations: 2.9 Fall 2004, 3.3 Spring 2005, 4.4 Fall 2005, 4.0 Spring 2006, 4.1 Fall 2006, and 3.9 and 3.6 Fall 2007, 4.3 and 4.2 Spring 2008, 4.5 and 3.8 Fall 2008, all out of 5).

MAR 356: Marketing Research, Undergraduate elective for Seniors and Juniors (teaching evaluations: 3.8 out of 5, Fall and Spring 2006).

MAR 752: Introduction to Innovation Strategy, MBA elective, Spring 2005 (teaching evaluation: 3.4 out of 5).

Invited Guest Lecture on "Introduction to Marketing" as a part of the course Manufacturing Processes (MFE 331) offered by Prof. Young Bae Moon in the Department of Mechanical and Aerospace Engineering, Syracuse University (Spring 2006, 2007, 2008).

## **ESSEC**

Marketing Strategy, MBA elective, Spring and Summer 2004.

New Product Management, MBA elective, Summer 2004. (Teaching evaluations are not available.)

## **HEC**

International Marketing Strategy, Elective for Undergraduate Seniors, Spring 2003 (teaching evaluation: 4.3 out of 5).

## **INSEAD**

Pre-INSEAD Mathematics for MBA, 2003-4 (Teaching Assistant, teaching evaluation 4.18 and 4.75 out of 5).

## ***Program committees and organizations***

Co-coordinator Faculty Research Seminar Series at ESMT 2009-2011.

Member of the Marketing Task Force, ESMT 2011.

Faculty advisor to ESMT's "Market Modeling Electric Mobility" project for and financed by the German federal government's "National Development Plan for Electric Mobility" during the year 2010-11.

Member CBC, ESMT 2010-11.

Member of the Teaching and Learning Committee, ESMT 2010.

Member, Research Committee (Whitman School, Syracuse University) 2007-2008.

External Chair for Dissertation Defense of James Howison (PhD candidate in the School of Information Studies, Syracuse University).

## ***PhD supervision***

Member of the Dissertation Committee of Omar Woodham and Tolga Bilgicer (Syracuse University).

## ***Institutional contributions***

Initiator and co-organizer of the annual Berlin Marketing Colloquium (BMC) to be held at ESMT on Friday, November 11, 2011. The idea is to kick-start a research conversation among the marketing faculty in the schools and universities in and around Berlin: Freie, Humboldt, Technische, ESCP, Potsdam and Frankfurt-Oder. The BMC is a half-day colloquium with about 3 or 4 research presentations and a panel discussion followed by a dinner hosted by ESMT. The meeting is intended to serve as a springboard to foster faculty attendance in research seminars across the schools on a regular basis.

Initiator and organizer of the ESMT Startup Roundtable (kick-off meeting held on 24 November 2011). The event is aimed at creating connections between ESMT and the startup businesses around Berlin to create avenues of cooperation and joint learning.

Co-organizer of Midsummer Night's Dream Marketing Camp at ESMT June 20-21, 2010 which was attended by leading marketing academics from all over the world: Russ Winer (NYU), Miguel Villas-Boas and Sofia Berto-Villas Boas (UC Berkeley), Ram C. Rao (UT Dallas), Shantanu Dutta and Kristin Diehl (USC), Olivier Toubia (Columbia), David Soberman (Rotman, Toronto), David Bell (Wharton), Chuck Ingene (HK Polytechnic), Amir Grinstein (Ben Guiron), and Sarit Moldovan (Technion).

Member of the Syracuse University's Connective Corridor Faculty. Contributed to the design of Connective Corridor Project in Syracuse, a Federally funded project initiated by the Chancellor Cantor of Syracuse University under "Scholarship in Action" campaign. Joint work with Don Carr faculty from School of Design, and Young Bai Moon from School of Engineering/Aerospace.

Faculty Advisor to Syracuse University Squash Club and Badminton Club since August 2006.

Co-organizer of LBS-INSEAD Doctoral Seminar and the HEC-INSEAD Doctoral Symposium (60 and 50 participants respectively) in 2001.

## ***Corporate teaching and consulting experience***

Validation Study for Integration and Young & Rubicam with Amitava Chattopadhyaya (2001).

## ***Media presentations***

Reportage in Le Figaro by Gaëlle Ginibrière covering my MBA class in Marketing on March 21, 2011 and was posted on 27 April 2011 under "An International MBA in Berlin" said "in one of the last cycle of marketing. Everyone has done on his computer simulation of pricing strategy. The teacher displays the rankings of participants according to their best results and draws some lessons learned simulations. All in a perfectly relaxed atmosphere in the class which combines 15 nationalities and only two German students."

Featured on Deutsche Welle's Made in Germany as filmed and interviewed by Wolf Gebhardt during the MBA International Field Trip to India in June 2009.

Interviewed by Brian Mueller of WAER FM regarding my research seminar highlighting how IBM dominates the supercomputer market by launching faster supercomputers regularly. Excerpts from the interview were aired as a part of the WAER News and NPR at 5:30 PM on March 24, 2006.

Talk on international marketing strategies telecast on WCNY Business Hour Multi-national Marketing on 5 October 2007.

## ***Work experience***

### **1993–1998 Tata Steel**

International Marketing of Steel. International market and supplier development, shipping and trade financing. Responsible for developing business worth US\$ 14 million annual turnover.

Development and implementation of strategy for globalization as Executive Assistant to Director of International Trade.

Special quality improvement award for implementation of a transportation model for the operational efficiency of export logistics. Resulted in a 10% reduction in cost for two consecutive years.

Sales of Slovak pipe maker Zeleziarne Podbrezova's products in 20 countries (annual turnover: US\$ 80 million) under a strategic alliance and other European operations.

### **1989-1991 Jessop & Company**

Engineer, Longwall Technology Projects. Technology transfer, design, commissioning and on-site support for the underground coal mining industry in India. Specialization: Shearing machines from Eickhoff, Germany.

*Updated: January 1, 2012*