

Moutusy¹ Maity, Ph. D.
Professor of Marketing²
Harrison College of Business and Computing
Southeast Missouri State University
MO, USA

Faculty-researcher-leader-mentor with 20+ years of global experience as a full professor and associate professor in leading business schools across three countries (USA, India, UK) working with culturally diverse student and faculty bodies, and other stakeholders in academia and industry.

She has earned her Ph.D. from the University of Georgia, Athens, GA, USA.

Dempster Hall #225A, MS 5875
Department of Marketing
Harrison College of Business and Computing
One University Plaza
Cape Girardeau, MO 63701

E-mail: mmaity@semo.edu

EDUCATION

Ph.D. in Business Administration Major: Marketing	Terry College of Business, University of Georgia, Athens, GA, USA, 2005
Master of Business Administration Major: Marketing	IISWBM, University of Calcutta, Kolkata, India, 1999
Master of Arts Major: English Literature	Jadavpur University, Kolkata, India, 1997
Bachelor of Arts Major: English Literature	Loreto College, University of Calcutta Kolkata, India, 1995

RESEARCH ACTIVITIES

Books

Maity, Moutusy (2022), *Digital Marketing*, Oxford University Press
(ISBN: 9789354972478)

https://india.oup.com/product/digital-marketing-2e-9789354972478?searchbox_input=Moutusy

https://www.amazon.in/Digital-Marketing-2e-Moutusy-Maity/dp/9354972470/ref=sr_1_2?crid=217GU1XTTQ1ZO&keywords=moutusy+Maity&qid=1659794373&srefix=moutusy+maity%2Caps%2C279&sr=8-2

¹ Moutusi and Moutusy – both spellings of the name are used.

² Held Full Professor position (with tenure) at IIM Lucknow

Maity, Moutusy and Pavankumar Gurazada (2021), *Marketing Analytics*, Oxford University Press (ISBN: 9780190130862)

https://india.oup.com/searchresults?searchbox_input=Marketing%20Analytics
https://www.amazon.in/Marketing-Analytics-Decision-Making-Moutusy-Maity/dp/0190130865/ref=sr_1_3?crid=217GU1XTTQ1ZO&keywords=moutusy+Maity&qid=1659794373&prefix=moutusy+maity%2Caps%2C279&sr=8-3

Maity, Moutusy (2017), *Internet Marketing: A Practical Approach in the Indian Context*, Oxford University Press (ISBN: 9780199469550)

<https://india.oup.com/product/internet-marketing-9780199469550>
http://www.amazon.in/Internet-Marketing-Moutusy-Maity/dp/0199469555/ref=sr_1_1?s=books&ie=UTF8&qid=1502175381&sr=1-1&keywords=Moutusy+Maity

Refereed Journal Publications

Prashar, Atul, and **Maity, Moutusy** (2024), "Integrated Community-Based Internal Branding – A Holistic Approach to Internal Branding for B2B Organizations," *Industrial Marketing Management*, 120, 62-77.

<https://doi.org/10.1016/j.indmarman.2024.05.006>
(ABDC A*)

Sangwan, Vaishali, **Maity, Moutusy**, Sanjeev Tripathi, and Anirban Chakraborty (2024), "From Discomfort to Desirable: The Effect of Embarrassment on Prosocial Consumption," *Psychology & Marketing*,

<https://doi.org/10.1002/mar.22012>
(ABDC A)

Prashar, Atul, and **Maity, Moutusy** (2024), "Building Employee Commitment through Internal Branding – A Meta-Analytic Study," *European Journal of Marketing*,

<https://doi.org/10.1108/EJM-12-2021-0983>
(ABDC A*)

Sangwan, Vaishali, and **Maity, Moutusy** (2024), "Consumer Personal and Vicarious Embarrassment: A Systematic Literature Review and Bibliometric Analysis," *International Journal of Consumer Studies*, 48(2), 1-21.

<https://doi.org/10.1111/ijcs.13035>
(ABDC A)

Sangwan, Vaishali, and **Maity, Moutusy** (2024), "Consumer Embarrassment in an Emerging Market Retail Context: A Qualitative Investigation," *Qualitative Market Research*,

<https://doi.org/10.1108/QMR-06-2022-0100>
(ABDC B)

Maity, Moutusy, Nandita Roy, Doyeeta Mazumder, and Prasanta Chakravarty (2023), "Revisiting the Received Image of Machiavelli in Business Ethics through a Close Reading of *The Prince* and *Discourses*," *Journal of Business Ethics*

<https://doi.org/10.1007/s10551-023-05481-2>

(FT 50)

- Roy, Nandita, and **Moutusy Maity** (2023), "An Infinite Deal of Nothing': critical ruminations on ChatGPT and the politics of language," *Decision*, <https://doi.org/10.1007/s40622-023-00342-3>
- Mittal, Saurabh, and **Moutusy Maity** (2022), "Is relationship marketing investments– customer gratitude– customer loyalty linkage influenced by contextual and individual moderators? An emerging economy perspective," *Journal of Indian Business Research*, 14 (4), 492-519
<https://doi.org/10.1108/JIBR-11-2021-0375>
- Arora, Swapan, Anirban Chakraborty, Guninder Singh, and **Moutusy Maity** (2022), "Polarization and Social Media: A Systematic Review and Research Agenda," *Technological Forecasting & Social Change*, 183
<https://doi.org/10.1016/j.techfore.2022.121942>
(ABDC: A)
- Sarker, Tapan, Subhendu Dey, **Moutusy Maity**, Denni Arli and Giang Nguyen (2022), "The 7A Framework: Extending the 4A Framework based on Exchanges in Subsistence Marketplaces in India and Vietnam," *Journal of Macromarketing*, 42 (3), 356-380.
<https://journals.sagepub.com/doi/10.1177/02761467221099818>
(ABDC: A)
- Patil, Ashutosh, Naresh Malhotra, and **Moutusy Maity** (2021), "Observational Learning: Influence of Regulatory Focus, Knowledge, and Summarized Observable Recommendations on Consumer Decision Outcomes in an Online Environment," *International Journal of Consumer Studies*, 46(4), 1428-1450
<https://onlinelibrary.wiley.com/doi/10.1111/ijcs.12769>
(ABDC: A)
- Mishra, Anubhav, and **Moutusy Maity** (2021), "Influence of Parents, Peers, and Media on Adolescents' Consumer Knowledge, Attitudes, and Purchase Behavior: A Meta-Analysis," *Journal of Consumer Behaviour*, 20 (6), 1675-1689.
<https://onlinelibrary.wiley.com/doi/10.1002/cb.1946>
(ABDC: A)
- Kapoor, Payal, Sathyaprakash Balaji Makam, **Moutusy Maity** and Nikunj Kumar Jain (2021), "Why Consumers Exaggerate in Online Reviews? Moral Disengagement and Dark Personality Traits," *Journal of Retailing and Consumer Services*, 60, 102496
<https://doi.org/10.1016/j.jretconser.2021.102496>
(ABDC: A)
- Maity, Moutusy** (2021), "Utilitarian or Entertainment? Value Obtained from Mobile Phones by Users in Low Socioeconomic Strata in Emerging Markets," *International Journal of Sociology and Social Policy*, 41(5/6), 707-734.
<https://doi.org/10.1108/IJSSP-04-2020-0111>
(ABDC: B)

Tiwari, Amit Anand, Anirban Chakraborty, and **Moutusy Maity** (2021), "Technology Product Coolness and its Implication for Brand Love," *Journal of Retailing and Consumer Services*, 58, 102258
<https://doi.org/10.1016/j.jretconser.2020.102258>
(ABDC: A)

Maity, Moutusy and Ramendra Singh (2021), "Market Development and Value Creation for Low Socioeconomic Segments in Emerging Markets: An Integrated Perspective Using the 4A Framework," *Journal of Macromarketing*, 41(2), 373-390.
<https://doi.org/10.1177/0276146720960221>
(ABDC: A)

Maity, Moutusy, Kallol Bagchi, Arunima Shah and Ankita Mishra (2019), "Explaining Normative Behavior in Information Technology Use," *Information Technology & People*, 32(1), 94-117.
<https://doi.org/10.1108/ITP-11-2017-0384>
(ABDC: A)

Maity, Moutusy, Mayukh Dass, and Piyush Kumar (2018), "The Impact of Media Richness on Consumer Information Search and Choice," *Journal of Business Research*, 87(June), 36-45.
<https://doi.org/10.1016/j.jbusres.2018.02.003>
(ABDC: A)

Mishra, Anubhav, Sathish M., **Moutusy Maity**, and Samu Sridhar (2018), "Teenagers' eWOM Intentions: A Nature vs. Nurture Perspective," *Marketing Intelligence and Planning*, 36(4), 470-483.
<https://www.emeraldinsight.com/doi/pdfplus/10.1108/MIP-09-2017-0186>
(ABDC: A)

Mishra, Anubhav, Sathish M., **Moutusy Maity**, and Samu Sridhar (2018) "Adolescent's eWOM Intentions: An Investigation into the Roles of Peers, the Internet, and Gender," *Journal of Business Research*, 86(May), 394-405.
<http://dx.doi.org/10.1016/j.jbusres.2017.04.005>
(ABDC: A)

Maity, Moutusy, and Seema Gupta (2016), "Mediating Effect of Loyalty Program Membership on the Relationship between Advertising Effectiveness and Brand Loyalty," *Journal of Marketing Theory and Practice*, 24(4), 462-481.
<http://www.tandfonline.com/doi/full/10.1080/10696679.2016.1205450>
(ABDC: B)

Udo, Godwin, Kallol Bagchi, and **Moutusy Maity** (2016), "Exploring Factors Affecting Digital Piracy Using the Norm Activation and the UTAUT Models: The Role of National Culture," *Journal of Business Ethics*, 135(3), 517-541.
(DOI: 10.1007/s10551-014-2484-1)
<http://link.springer.com/article/10.1007%2Fs10551-014-2484-1>
Erratum at: <http://dx.doi.org/10.1007/s10551-015-2543-2>

(FT 50)

Maity, Moutusy, Mayukh Dass, and Naresh K. Malhotra (2014), "The Antecedents and Moderators of Offline Information Search: A Meta-Analysis," *Journal of Retailing*, 90(2), 233-254. (DOI: 10.1016/j.jretai.2014.03.001)

<http://www.sciencedirect.com/science/article/pii/S0022435914000190>

(ABDC: A*)

Maity, Moutusy and Mayukh Dass (2014), "Consumer Decision-Making across Modern and Traditional Channels: E-Commerce, M-Commerce, In-Store," *Decision Support Systems*, 61(May), 34-46.

(DOI: 10.1016/j.dss.2014.01.008)

<http://www.sciencedirect.com/science/article/pii/S0167923614000098>

(ABDC: A*)

Maity, Moutusy (2014), "Mobile Phone Users from Low Socioeconomic Strata in Asia: The Moderating Roles of Age and Gender" *International Journal of Technology Management and Sustainable Development*, 13(2), 177-200.

https://doi.org/10.1386/tmsd.13.2.177_1

(ABDC: B)

Maity, Moutusy (2014), "The Role of Information Quality of a Website: Examining Consumer Information Search through the IS Success Model," *International Journal of Technology and Human Interaction*, 10(1), 61-82.

<https://doi.org/10.4018/ijthi.2014010105>

Maity, Moutusy (2014), "Intention to Continue Using Mobile Telecommunication: Users at the BOP" *Communications of the ICISA*, 15(1), 1-23.

Gupta, Seema, **Moutusy Maity** and Satish C. Pandey (2014), "Sponsor, Ambusher and Other: Consumer Response to Three Strategies," *Vikalpa: The Journal for Decision Makers*, 39 (Jan-March), 75-86.

<https://doi.org/10.1177/0256090920140105>

Goyal, Anita, and **Moutusy Maity** (2013), "Guest Editorial", *Journal of Indian Business Research* (Special Issue on Consumers and Marketing in Emerging Markets), 5(1), 1-2.

<https://doi.org/10.1108/jibr.2013.41305aaa.001>

Maity, Moutusy (2012), "HCL: Challenge of the Laptop Market: Case Analysis IV," *Vikalpa: The Journal for Decision Makers*, 37 (1), 140-144.

Maity, Moutusy, Maxwell Hsu and Lou Pelton (2012), "Consumers' Online Information Search: Gen Yers' Finding Needles in the Internet Haystack," *Journal of Marketing Channels*, 19(1), 49-76.

<https://doi.org/10.1080/1046669X.2012.635370>

(ABDC: B)

Maity, Moutusy (2010), "Critical Factors of Consumer Decision-Making on M-Commerce: A Qualitative Study in the United States," *International Journal of*

Mobile Marketing, 5(2), 89-103.

Maity, Moutusi and Cara O. Peters (2005), "A Primer for the Use of Internet Marketing: The Value of Usability Studies," *Interactive Marketing*, 6(3), 232-245.
<https://doi.org/10.1057/palgrave.im.4340290>

Other Refereed Publications

Maity, Moutusy (2023), "Information as a Service" *Customer-Centric Support Services: The Next Frontier for Competitive Advantage in the Digital Era*, Eds. Sheth, Jagdish, et al., McMillan UK

Maity, Moutusy (2012), "Consumer Information Search and Decision-Making on M-Commerce: The Role of Product Type," Ed., In Lee, *Strategy, Adoption and Competitive Advantage of Mobile Services in the Global Economy*, pp. 73-89, IGI Global.
(Doi: 10.4018/978-1-4666-1939-5.Ch004)
<https://www.igi-global.com/chapter/consumer-information-search-decision-making/68076>

Maity, Moutusy (2012), "The Role of Information Obtained for Decision Making in the Intention to Continue Using Mobile Telecommunication: Evidence from the BOP" *LIRNEasia*
<https://idl-bnc-idrc.dspacedirect.org/handle/10625/50390>
(The International Development Research Centre, Canada)
(<http://lirneasia.net/wp-content/uploads/2010/07/The-Role-of-Work-Related-Information-final.pdf>)

Kang, Juhee and **Moutusy Maity** (2012), "Texting among the Bottom of the Pyramid: Facilitators and Barriers to SMS Use among the Low-income Mobile Users in Asia" *LIRNEasia*
<https://idl-bnc-idrc.dspacedirect.org/handle/10625/50388>
(The International Development Research Centre, Canada)
(<http://lirneasia.net/wp-content/uploads/2010/07/Texting-among-the-Bottom-of-the-Pyramid-Facilitators-and-Barriers-to-SMS-Use-among-the-Low-income-Mobile-Users-in-Asia.pdf>)

Refereed Conference Proceedings

Sangwan, Vaishali, **Moutusy Maity**, Sanjeev Tripathi, and Anirban Chakraborty (2024) "Effect of Consumer Embarrassment on Prosocial Consumption," ACR Annual Conference 2024, Paris, France, September 23-26

Kathuria, Vinish and **Moutusy Maity** (2024), "Consumer Engagement with Artificial Intelligence-Driven Products," *American Marketing Association Winter Conference 2024* (Feb 23 to 25) (Presented online on Feb 20)

Sangwan, Vaishali, **Moutusy Maity**, Sanjeev Tripathi, and Anirban Chakraborty

(2023) "The Effect of Embarrassment on Prosocial Consumption," EMAC Annual Conference 2023, Odense, Denmark, May 23-26
<https://www.xcdsystem.com/eiasm/program/IKIDC3X/index.cfm?pgid=2549&RunRemoveSessionFilter=1>

Gore, Ratika, and **Moutusy Maity** (2022), "Do I have to? Factors on Social Network Sites that Affect User Behavior and Attitude," *Conference on Excellence in Research and Education (CERE-2022)*, IIM Indore, India, June 3-5, 2022

Shah, Arunima, and **Moutusy Maity** (2022) "Do Properties of the Digital Medium Impact Media choices? Evidence from three firms" European Academy of Management Conference, Zhaw School of Management and Law, Winterthur, Zurich, Switzerland, June

Shah, Arunima, **Moutusy Maity**, and Ankita Mishra (2022) "Role of Moral Obligation in Adoption of Green IT among End Users" Summer AMA Conference 2022, August (Virtual presentation)

Sangwan, Vaishali and **Moutusy Maity** (2021), "Consumer Embarrassment: Evidence from Emerging Economies," 15th Great Lakes NASMEI Marketing Conference, Dec 21-22

Dixit, Surendra, and **Moutusy Maity** (2021), "Mobile Learning by the Gig-Workforce: The Case of E-Commerce Delivery," *GCIMB 2021*, July 27-28, 2021, Virtual Event, Adjudged a **Best Paper** in the conference (<https://gcimb.org/best-papers/>)

Prashar, Atul, and **Moutusy Maity** (2021), "Internal branding in the digital age – the promise of employee-driven virtual brand ambassador communities (e-VBAC)," *EMAC Regional Conference 2021*, Kozminski University, September 23-24, 2021, Virtual Event

Gore, Ratika, and **Moutusy Maity** (2021), "User Behavior on Social Networking Sites: Voluntary vs. Mandated Entry," *EMAC Regional Conference 2021*, Kozminski University, September 23-24, 2021, Virtual Event

Prashar, Atul, and **Moutusy Maity** (2021), "Operationalizations and moderators of building employee commitment with internal branding – A meta-analytic investigation," *GCIMB 2021*, July 27-28, 2021, Virtual Event

Kathuria, Vinish, Devashish Dasgupta, and **Moutusy Maity** (2020), "From Explicit to Implicit - Natural Human Machine Interaction Drive a New Wave of Services Revolution," *American Marketing Association Summer Conference 2020*, Virtual Event

Batra, Akanksha and **Moutusy Maity** (2019), "Social Influence and Consumer Perception: A Qualitative Study", 8th AIM-AMA Sheth Foundation conference, NOIDA, Uttar Pradesh, 3 - 6 January.

Gurazada, Pavan K., and **Moutusy Maity** (2019), "What drives initial dropout in

MOOCs?," NASMEI International Conference (2019), Great Lakes, Chennai, India

<https://www.greatlakes.edu.in/chennai/assets/greatlakes/pdf/nasmei-schedule.pdf>

Maity, Moutusy (2019), "Social Media, Consumer Data and User Interactions," *Conference on Publics, Ethics and Politics on Social Media*, Jawaharlal Nehru University, New Delhi

Batra, Akanksha and **Moutusy Maity** (2019), "Social Network Analysis in the Consumer Context: A Bibliometric Analysis", 7th PAN IIM conference, IIM Rohtak, Haryana, 12 - 14 December.

Shah, Arunima, Misra, Ankita, and **Maity, Moutusy** (2018), "Multichannel Retail Issues: Webrooming, Showrooming and the problem of Channel Switching," 12th ISDSI Conference, SP Jain, Mumbai, Dec 27-30

Maity, Moutusy (2018), "Utilitarian or Entertainment? Functionings Achieved, and Value Obtained from Mobile Phones by Users in Low Socioeconomic Strata in Developing Countries," *European Marketing Academy Conference 2018*, May 29 – June 1, Glasgow, Scotland

<http://www.emac-2018.org/UserFiles/EMAC%20Web.pdf>

Gurazada, Pavan K., and **Moutusy Maity** (2018), "Power Law Distribution of Consumer Engagement on Brand Posts," *European Marketing Academy Conference 2018*, May 29 – June 1, Glasgow, Scotland

<http://www.emac-2018.org/UserFiles/EMAC%20Web.pdf>

Misra, Ankita, **Moutusy Maity** and Arunima Shah (2018), "Role of Moral Obligation on Green IT/ IS usage Intent in Consumers in India," *Academy of Marketing Science Annual Conference*, May 23 to 25, 2018, New Orleans, LA, USA

https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/2018_ac/2018_ac_program.pdf

Shah, Arunima, Ankita Misra, and **Moutusy Maity** (2018), "Drivers of Webrooming and Showrooming: Channel Switching Behavior in Consumers," *American Marketing Association*, Winter Conference, Feb 23-25, 2018, New Orleans, LA, USA

<https://www.ama.org/wp-content/uploads/2019/02/2018-ama-winter-proceedings.pdf>

Maity, Moutusy, and Ramendra Singh (2017), "The 4A Framework at the BOP and Its Impact on Access to Markets and People: An Empirical Investigation across Five Asian Markets," *European Marketing Academy Conference 2017*, May 23 – 26, Groningen, the Netherlands

<https://www.emac-online.org/emac-annual-conference/past-conferences>

Shah, Arunima, Misra, Ankita, and **Maity, Moutusy** (2017), "Consumer Shopping Motivations as the Determinants of Webrooming & Showrooming Behaviour," NASMEI Summer Marketing Conference, July 27 – 29, IIM

Indore, India

<https://mu.ac.in/wp-content/uploads/2021/01/7-IIM-Indore-NASMEI-Proceedings..pdf>

- Maity, Moutusy**, Kallol Bagchi, Arunima Shah, and Ankita Mishra (2017), “Factors Affecting Digital Piracy and Green IT: Testing the Norm Activation and the UTAUT Models,” *Conference of the Emerging Markets Conference Board*, Jan 5 – 7, IIM Lucknow, India
https://www.academia.edu/34131925/PROCEEDINGS_2017_NEW_FINAL_II_M_Lucknow_2017
- Dixit, Surendra, **Moutusy Maity**, and Sunitha V. (2017), “Consumer Decision-making in Buying Fruits and Vegetables across Online and Offline Channels: Developing a Winning Channel Strategy,” *Conference of the Emerging Markets Conference Board*, Jan 5 – 7, IIM Lucknow, India
https://www.academia.edu/34131925/PROCEEDINGS_2017_NEW_FINAL_II_M_Lucknow_2017
- Maity, Moutusy**, and Mayukh Dass (2017), “When Do Consumers Use Cash-on-Delivery to Make a Purchase?,” *Conference of the Emerging Markets Conference Board*, Jan 5 – 7, IIM Lucknow, India
https://www.academia.edu/34131925/PROCEEDINGS_2017_NEW_FINAL_II_M_Lucknow_2017
- Ratnakaram, Sunitha, and **Moutusy Maity** (2016), “Impact of Type of Social Media and Type of Review on Consumer Perception of Online Reviews,” *INFORMS Marketing Science Conference*, June 16 – 18, Shanghai, China
- Maity, Moutusy** (2015), “Mobile Phone Usage at the BOP: The Role of Perceived Value,” *Conference of the Emerging Markets Conference Board*, IMT Dubai, 20 – 22 January, Dubai, UAE
- Mishra, Anubhav, Maheswarappa, Satish S. and **Maity, Moutusy** (2015), “Adolescent’s eWOM Intentions and Smart Products Usage: A Consumer Socialization Perspective,” *Indian Academy Management Conference*, Dec 11 – 13
- Maity, Moutusy**, and Seema Gupta (2014), “The Mediating Effect of Loyalty Program on the Relationship between Advertising and Loyalty,” *Conference on Emerging Economies: Listening to the Voice of Customers*, Jan 9 – 11, IIM Lucknow, INDIA
- Kang, Juhee, **Moutusy Maity** and Constantin Cousaris (2013), “Texting among the Bottom of the Pyramid: Enabling Factors and Demographic Effects on SMS Use among Low-Income Mobile Users in Asia,” *International Communication Association (ICA) Conference*, June 17 – 21, London, UK
- Maity, Moutusy** and Mayukh Dass (2013), “E-Commerce or M-Commerce (or, In-Store)?: Consumer Decision-Making and Channel Choice,” at the *Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, USA

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2013/
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2013/3/

Maity, Moutusy (2012), "Impact of Information Quality of a Website on Online WOM," at the *Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, USA

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2012/
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2012/2/

Gupta, Seema, **Moutusy Maity** and Satish C. Pandey (2012), "Sponsor, Ambusher and Other: Consumer Response to Three Strategies," at the *Conference of the Emerging Markets Conference Boards*, IIM Lucknow, Noida INDIA

Maity, Moutusy (2011), "Consumer Decision-Making: Critical Factors for M-Commerce," at the *Association of Marketing Theory and Practice Conference*, Panama City, FL, USA

(Ponzurick Award for **Best in Conference** and best paper in the **Internet/Social Media/Direct Marketing Track**)

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2011/
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2011/31/

Maity, Moutusi and Hsu, Maxwell (2010), "Toward Developing an Online Information Search Model," at the *Marketing Management Association Conference*, Chicago, IL, USA (Outstanding paper in the **Technology in Marketing** track)

Maity, Moutusi and George M. Zinkhan (2009), "Consumer Information Search: A Meta-Analysis," at *INFORMS The Marketing Science Conference*, June 4 – 6, Ann Arbor, MI, USA

<https://www.informs.org/Meetings-Conferences/INFORMS-Conference-Calendar/Past-Events/2009-Marketing-Science-Conference>

Maity, Moutusi and George M. Zinkhan (2009), "A Model for Adoption of M-Commerce," at *SGBED Conference*, Bratislava, Slovak Republic

Maity, Moutusi and George M. Zinkhan (2007), "Decision-Making Experiences: Perspectives on M-Commerce and E-Commerce," at *The Seventh International Conference on Electronic Business*, Dec 2 – 6, Taipei, Taiwan

<https://iceb.johogo.com/proceedings/proceedings.html>
<https://iceb.johogo.com/proceedings/ICEB-2007.pdf>

Maity, Moutusi and George M. Zinkhan (2007), "Understanding Consumer Experiences in Different Channels: The Critical Factors," *Society for Consumer Psychology Conference*

Dass, Mayukh and **Moutusi Maity** (2004), "Impact of Smart Agents on Consumer Decision Making," *Enhancing Knowledge Development in Marketing*, (K. L. Bernhardt, J. S. Boles, and Pam Scholder Ellen eds.), Chicago: *American Marketing Association Summer Educator's Conference*, pp.236-237

<https://www.proceedings.com/00106.html>

<https://www.proceedings.com/content/000/000106webtoc.pdf>

Maity, Moutusi, and Cara O. Peters (2003), "The Usability Study: Updating the Marketing Research Toolkit," Enhancing Knowledge Development in Marketing, (R. Bruce Money, and Randall L. Rose eds.), Chicago: *American Marketing Association*, 332 – 337, Winter Conference
<https://www.amazon.com/Enhancing-Knowledge-Development-Marketing-Proceedings/dp/B000M9LYCM>

Maity, Moutusi and George Zinkhan (2003), "Factors Affecting Consumer Information Search on the Internet," What's New? What's Next? In Marketing Theory, Education and Practice, (G. R. Henderson and M. C. Moore, eds.), Chicago: *American Marketing Association*, 2 – 9, Winter Conference

Maity, Moutusi, George M. Zinkhan and Hyokjin Kwak (2002), "Consumer Information Search and Decision Making on the Internet: A Conceptual Model," Managing Change in the Information Age: Marketing's Role in Dynamic Cross-Functional Organizations, (K. Evans and L. Scheer, eds.), Chicago: *American Marketing Association*, 31-39, Winter Conference

ADMINISTRATIVE DUTIES AND ENGAGEMENTS

- 2023: Invited to be part of a team of Super Recruiters at the University of Southampton, UK
- 2023: Participated in two hiring committees at the Department of Marketing, Southampton Business School, University of Southampton, UK
- 2023 (August) onward: Member of the Board of Studies at Galgotias University, Noida, UP, India
- 2022 (November) onward: Member of Academic Council at Birla Institute of Management Technology (BIMTECH), Greater Noida, UP, India
- 2022 (June) onward: Member of Board of Governors at the Indus Business School, Bangalore, India
- 2019 to 2023: Five times invited to be part of Promotion Board at IIM Indore, India
- 2020 to 2022: Member of the Doctoral Program Committee, IIM Lucknow, India
- 2020 to 2022: Chair, Executive Doctoral Program, IIM Lucknow, India
- 2016 to 2019: Chair, Admissions Committee, IIM Lucknow, India

TEACHING

Courses Offered (Ph.D.)

Business Research Methods
Meta-Analysis
Advances in Research in Human Computer Interaction

Courses Offered (MBA)

Digital Marketing
Marketing Analytics
Social Media Analytics
Customer Relationship Management
Marketing Research
Business Research
Consumer Behavior
Marketing Management

Workshops (MBA)

Digital Marketing
Marketing Analytics
Social Media Analytics
Customer Relationship Management
Marketing Research

OTHER SERVICE, RESEARCH AND CONSULTANCY ACTIVITIES

- 2023 onward: Member on the Editorial Review Board of the *Journal of Business Research* and the *International Journal of Advertising*
- 2021: Contributed to policy paper (India Future Foundation)
- 2016 to 2018: Collaborating researcher at the Digital Innovation Lab at Indian Institute of Management Bangalore where her main focus was on digital marketing at the bottom of the pyramid. She was the principal investigator of a research study on the evaluation of a technology intervention in a supplemental nutritional programme amongst rural lactating mothers, and in another research study on delivery of financial literacy content to rural participants through mobile technology.
- 2013: Co-Editor, Special Issue, *Journal of Indian Business Research* (Vol. 5, Issue 1)
- 2012: Nominated to join the Executive Committee for the **Center for**

Marketing in Emerging Economies at IIM Lucknow (the **Center** is dedicated towards conducting academic research with a specific focus on emerging economies)

- 2011: LimeAsia

WORK EXPERIENCE

- Department Chair and Professor, Department of Marketing, Southeast Missouri State University, MO, USA
(August 2024 – Present)
- Associate Professor, Digital and Data-Driven Marketing, Southampton Business School, University of Southampton
(January 2023 – July 2024)
- Professor, Marketing Area, Indian Institute of Management Lucknow (IIM-L), INDIA
(December 2017 – Dec 2022)
 - Executive Ph.D. Chair
 - Admissions Chair
- Associate Professor, Marketing Area, Indian Institute of Management Lucknow (IIM-L), INDIA
(December 2013 – December 2017)
- Assistant Professor, Marketing Area, Indian Institute of Management Lucknow (IIM-L), INDIA
(July 2010 – December 2013)
- Senior Manager, Client Solutions, AC Nielsen (Location: New Delhi)
(August 2009 – March 2010)

Role: Reporting to Executive Director, Retail Measurement

Responsible for heading a team that services different clients

- Designing and undertaking customized consumer studies
 - Was responsible for winning one of the largest accounts in consumer research for the Calcutta office
- Designing and undertaking customized retail studies
 - Managing research projects, making contributions to design of research approach and handling the work plan
- Providing strategic inputs to the clients
 - Undertaking analysis and presentations to the clients
- Responsible for all aspects of project management to ensure that they are on time, and in alignment with client needs
 - Handling and building relationships with key strategic accounts
 - Ensuring effective client management including developing and managing internal processes for seamless project delivery

- Assistant Professor, Marketing Area, Indian Institute of Management, Bangalore (IIM-B), INDIA
(June 2008 – August 2009)
- Assistant Professor, Marketing Department, University of Wisconsin-Whitewater, Whitewater, WI, USA
(September 2005 – May 2008)
- Visiting Assistant Professor, Marketing Department, University of West Georgia, Carrollton, GA, USA
(Aug 2003 – May 2004)
- Ph.D. Student and Research Assistant – University of Georgia, Athens, GA, USA
(Aug 2000 – July 2005)

Guiding Ph.D. Students

- Served in the capacity of Ph.D. Advisor/Chair:
 - Twelve (12) students have obtained their Ph.D. degrees (as of 2023)
 - Currently guiding two students in the Doctoral Program in Management (i.e., Ph.D.)
- Served in the capacity of Doctoral Committee Member of more than 10 students

Reviewer for:

Journal of Business Ethics, Decision Support Systems, Journal of Business Research, Internet Research, Information Technology and People, Behaviour & Information Technology, International Journal of Consumer Studies, Marketing Intelligence and Planning, Journal of Electronic Commerce Research, Journal of Indian Business Research, AMA Conference, ACR Conference, European Marketing Academy Conference, European Conference on Information Systems, Marketing Science Institute, among others.

Served as external examiner for Ph.D. thesis work at: IIM Bangalore, IIM Calcutta, IIM Indore, IIM Kozhikode, IIM Ranchi, NMIMS, BIMTECH

Selected Honors and Awards

- 2024: Member of the Advisory Committee for the Marketing Conference, Indus Business Academy, Bangalore (January 4 to 6)
- 2023: Faculty Fellow, 11th AIM and AMA-Sheth Foundation Doctoral Consortium (Jagdish Sheth School of Management, Bengaluru) (Dec 20 to 22)
- 2022: Faculty Fellow, 10th AIM and AMA-Sheth Foundation Doctoral

Consortium (Jagdish Sheth School of Management, Bengaluru) (June 18 to 23)

- 2021: Panel member speaker at the 4th ICDE, Organized by IIM Raipur (Dec 3 and 4)
- 2021: A Best Paper award in the *Global Conference on Innovations in Management and Business 2021*, held online (July 27 to 28)
- 2021: Faculty Fellow, 9th AIM and AMA-Sheth Foundation Doctoral Consortium (Jagdish Sheth School of Management, Bengaluru) (June 25 to 30)
- 2020-2022: Dr. Ishwar Dayal Chair for Futuristic Issues in the Behavioral Sciences at IIM-L
- 2020: Keynote speaker at the 4th Doctoral Consortium at Shailesh J. Mehta School of Management, IIT Bombay (Feb 21 to 22)
- 2020: Faculty Fellow, 8th AIM and AMA-Sheth Foundation Doctoral Consortium (BIMTECH, Noida) (January 03 to 06)
- 2019: Plenary speaker at IIM Indore-NASMEI Summer Marketing Conference, held at IIM Indore (July 26 to 28)
- 2018: Keynote speaker at Mahanagar Telephone Nigam Limited (MTNL) Office, New Delhi on the occasion of World Telecommunication and Information Society Day (May 17)
Theme: **Enabling the Positive Use of Artificial Intelligence for All**
- 2018: Panel member speaker at Rural Conclave 2018, Organized by Rural Marketing Association of India at New Delhi (Feb 23 to 24)
Theme: **Navigating Future of Rural Marketing**
- 2017: Keynote speaker at the Social Media Summit 2017 organized by the state government of Andhra Pradesh (www.smsummit.in) (Nov 18 to 19)
Topic: **The Role of Social Media in Society**
- 2017: Faculty Fellow, 5th AIM and AMA-Sheth Foundation Doctoral Consortium (We School, Mumbai) (January 06 to 08)
Theme: **Social Media and the Consumer**
- 2017: Plenary speaker at IIM Indore-NASMEI Summer Marketing Conference, held at IIM Indore (July 27 to 29)
Topic: **Consumers and Decision-Making in a Multichannel World**
- 2017: Keynote speaker at the 2nd Edition of NMIMS Business School - Industry Interaction Conference at Narsee Monjee Institute of Management Studies (Mumbai) (Feb 22)
Theme: **Business Excellence in Digital Economy**
- 2016: Keynote speaker to G. D. Goenka University (Sonpath) for ICON-2016, Third International Conference on Management (Feb 04 to 05)
Theme: **Flattening of the Globe: Propelled by E-Commerce & Supply Chain**
- 2015: Faculty Fellow, 3rd AIM and AMA-Sheth Foundation Doctoral Consortium (IMT Dubai, UAE) (January 18 to 20)
- 2014: Indian Institute of Management Lucknow, Research Grant
- 2013: Outstanding Reviewer Award, *Journal of Indian Business Research* (Emerald)
- 2011: Ponzurick Award for **Best in Conference** and best paper in the **Internet/Social Media/Direct Marketing Track** at the *Association of Marketing Theory and Practice Conference*, Panama City, FL

- 2010: Outstanding paper in the **Technology in Marketing** track at the *Marketing Management Association Conference*, Chicago, IL
- 2005: University of Wisconsin, Whitewater, Awarded Mini Grant for Research Activities, December
- 2004: University of Georgia, Dissertation Completion Grant, New Media Institute
- 2004-2005: University of Georgia University-Wide Dissertation Completion Award (University-Level Award)
- 2003: Doctoral Fellow at the 38th AMA Sheth Foundation Doctoral Consortium (Carlson School of Management, University of Minnesota)

Media

Maity, Moutusy (2020), Webinar on COVID-19 – A Call for Digital Transformation, arranged by the Oxford University Press,
<https://www.facebook.com/OUPIndia/videos/260223801831529/>

Maity, Moutusy and Vinish Kathuria (2020), “Can Behavioral Science Help Address the Fears of Migrant Workers?”, April 3
<https://science.thewire.in/the-sciences/behavioural-science-migrant-workers-covid-19-lockdown/>

Maity, Moutusy (2018), “Firms Shouldn’t be Able to Collect and Use Consumer Data However They Please”, April 1
<https://thewire.in/tech/firms-shouldnt-be-able-to-collect-and-use-consumer-data-however-they-please>

Panelist on the show Pehredaar on CNBC Awaaz, episode on Social Media and the Consumer (2016),
https://www.youtube.com/watch?v=3W_mKWYE4zl&feature=youtu.be, May 21

Panelist on the show GenNext on DD Metro, episode on Internet and Consumers (2015)

References

- Prof. Naresh K. Malhotra Senior Fellow, Georgia Tech CIBER
Regents' Professor Emeritus
Editor-in-Chief, Review of Marketing Research
Georgia Institute of Technology (Georgia Tech)
Scheller College of Business
800 West Peachtree St. NW
Atlanta, Ga 30308-1149
USA
Tel: 404-881-0701
naresh.malhotra@scheller.gatech.edu
- Prof. Mayukh Dass Senior Associate Dean
James L. Johnson Chair in Business Administration
Director, Scovell Business Leadership Program
Director, MS in Marketing Research and Analytics
Rawls College of Business
Texas Tech University
Box 42101 | Lubbock, Texas 79409-2101
USA
Tel: 806-834-1924
mayukh.dass@ttu.edu
- Prof. Hyokjin Kwak The IIMA Chair Professor
Professor of Marketing
B-14, New Faculty Block, Main Campus
Indian Institute of Management Ahmedabad (IIMA)
Ahmedabad, Gujarat
India
+91-79-7152 4944
+91-79-7152 7925
hkwak@iima.ac.in