

Dipankar Chakravarti, Ph.D.
Robert B. Pamplin School of Business, Virginia Tech.

Dipankar Chakravarti is the Sonny Merryman Inc. Professor in Business and the Founding Director, Ph.D. Program in Executive Business Research at the Robert B. Pamplin School of Business, Virginia Tech. He holds a B.Sc. with Honors in Physics (1969) from Presidency College, University of Calcutta, India and an M.S. (1976) and a Ph.D. (1979) in Industrial Administration from Carnegie-Mellon University. During 2009-15, he was a Professor of Marketing at the Johns Hopkins Carey Business School. Dr. Chakravarti is also a Professor Emeritus at the University of Colorado, Boulder, where he was the Ortloff Professor of Business (1995-2008). During 1986-95 he was Professor of Marketing & Psychology, and the Thomas Faculty Fellow at the Eller School, University of Arizona. He has served as Vice-Dean (Programs) at the JHU Carey Business School, Interim Dean at Colorado's Leeds School, and Head of the Department of Marketing at Arizona's Eller School. He started his academic career at the University of Florida (1978-86) and has also taught at Duke University's Fuqua School of Business. Between 1969 and 1974, he was with DCM, India, starting as a Senior Management Trainee and advancing to executive responsibilities for marketing planning and control of a national line of consumer products.

Dr. Chakravarti has published extensively on managerial and consumer decision making in marketing and his research is widely cited in the field's elite scholarly journals. His papers appear in *Journal of Consumer Psychology (JCP)*, *Journal of Consumer Research (JCR)*, *Journal of Marketing Research (JMR)*, *Journal of Marketing (JM)*, *Journal of the Academy of Marketing Science (JAMS)*, *Marketing Science*, *Management Science*, *Marketing Letters*, *Competitive Intelligence Review*, and scholarly books such as the *Annual Review of Psychology*. He has received several research awards from the American Marketing Association (AMA) and the Association for Consumer Research (ACR), including the ACR/JCR award for the best JCR article during 1991-93. His current research interests include the psychology of healthcare decisions and consumption decisions in poverty and development. He is a lifetime fellow of the Society for Consumer Psychology (SCP), and a current or former member of the editorial boards of *JCP*, *JCR*, *JMR*, *JM*, *Journal of Retailing*, and *Psychology and Marketing*, among others. A member of *JCP*'s founding editorial team, he served as Associate Editor (1991-93) and Editor (1993-96).

During an academic career spanning four decades, Dr. Chakravarti has held a broad portfolio of graduate and undergraduate teaching responsibilities. Most recently, he has taught MBA courses in Marketing Management, CRM, Managerial Decision Behavior and Social Entrepreneurship. His Ph.D. teaching has included seminars in marketing management and strategy, managerial/consumer decision making, and advanced marketing research. He serves on the Pamplin College's Research and Doctoral Committees and has previously directed college and departmental Ph.D. programs at Colorado, Arizona and Florida. As Vice-Dean (Programs) at JHU's Carey School, Dr. Chakravarti led the design and successful launch of the school's full-time MBA Program. He founded and directed the signature Innovation for Humanity course which was recognized in the business press and won JHU's "Green Blue Jay" award for curriculum innovation. At JHU, he served as a faculty affiliate in the International Development Program at the Nitze School of Advanced International Studies, on the executive board of the Energy, Environment, Sustainability and Health Institute, and as an associate director of the Center for Global Health. At Colorado, Dr. Chakravarti founded and directed the Leeds School's Program in International Management and served on the governing boards of the Deming Center for Entrepreneurship and the Center for Asian Studies. Active in faculty governance, he serves on the Commission on research at Virginia Tech and has chaired several key committees of the CU-Boulder Faculty Assembly and the Arizona Faculty Senate.

Dr. Chakravarti has worked with major global corporations (e.g., IBM, P&G), agencies (e.g., FTC, UNDP), and several entrepreneurial startups as a consultant and executive educator. He has held elected office as President of SCP, Director (Academic) of ACR, and appointed positions on *JCR*'s policy board, as well as research advisory councils for the AMA and the Marketing Science Institute. He is a charter member of The Indus Entrepreneurs (TiE – Rockies) and has served on its board of directors. He has been a visiting faculty member at the Indian School of Business, Hyderabad and the Indian Institute of Management, Calcutta, where he has held an honorary appointment as Distinguished Institute Professor.

Dr. Chakravarti is married to Sharmila, a Clinical Dietitian with the Johns Hopkins Bayview Medical Center. Originally from Kolkata, India, they are now "empty nesters" and live in Ellicott City, MD. They have two sons. Agnish (45) holds a Ph.D. from the Stanford Business School and leads strategic consultancy projects at Schireson Associates in Seattle. Arjun (41) holds a Ph.D. from the Booth School, University of Chicago and is an Assistant Professor of Management & Marketing at the Illinois Institute of Technology, Chicago.