

# SOMNATH BANERJEE

North Dakota State University  
College of Business  
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## ACADEMIC WORK EXPERIENCE

August 2015 – Assistant Professor of Marketing, North Dakota State University  
August 2010 – July 2015 Graduate Assistant/Associate, University of Central Florida

## EDUCATION

PhD, Business Administration (Marketing), 2015  
University of Central Florida

**Dissertation Title:** “Essays on Sales Force Career Incentives”  
**Dissertation Committee:** Axel Stock (**Chair**), Amit Joshi, Anand Krishnamoorthy,  
Wilfred Amaldoss (Duke University)

MBA, Marketing, 2005  
International Management Institute (IMI), India

B.Sc. Physics (Honors), 2002  
Patna University, India

## HONORS & AWARDS

2019 Best Research Paper Award by Department of Management and Marketing, North Dakota State University, Fargo.  
2016 Best General Management Paper Award, Midwest Academy of Management Conference, Fargo.  
2014 AMA-Sheth Doctoral Consortium Fellow, Northwestern University.  
2014 Nominated for Graduate Teaching Award by Department of Marketing, University of Central Florida.  
2014 INFORMS Marketing Science Doctoral Consortium Fellow, Emory University.  
2013-2015 Graduate Research Excellence Fellowship, University of Central Florida.  
2012 Society for Marketing Advances Doctoral Consortium Fellow, Florida.  
2012 INFORMS Marketing Science Doctoral Consortium Fellow, Boston University.  
2012-2013 Graduate Travel Fellowship, University of Central Florida.  
2011 Inducted in Phi Kappa Phi Honor Society (Top 10% of graduate students at UCF).  
2011 Passed Qualifying Examination with Distinction, Department of Marketing, University of Central Florida.  
2010-2011 Dough Mowry International Scholarship, University of Central Florida.  
2010-2014 Graduate Deans Fellowship, University of Central Florida.

## RESEARCH INTERESTS

Quantitative Marketing Models, Marketing Strategy, Sales Management, Digital Marketing, Information Economics.

## ACCEPTED/PUBLISHED RESEARCH PAPERS

1. Banerjee, S., & Stock, A. (2018). Retailer Dominance and Quality Variation: Observations and a Theoretical Explanation. *Journal of Retailing*, 94(4), 408–418. <https://doi.org/10.1016/j.jretai.2018.10.001> (ABDC Journal list: A\* journal).
2. Banerjee, S., & Chai, L. (2019). Effect of Individualism on Online User Ratings: Theory and Evidence. *Journal of Global Marketing*, 32(5), 377–398. <https://doi.org/10.1080/08911762.2018.1549690> (ABDC Journal list: B journal).
3. Banerjee, S., Pillai, R.G., Jones, J.M., Hung, K. T., Tangpong, C. (2019). A Hidden Liability of Power: An Innovation-Inhibiting Effect. *Journal of Managerial Issues*, 31(4), 388 – 408 (ABDC Journal list: C journal).
4. Banerjee, S., & Bhardwaj, P. (2019). Aligning marketing and sales in multi-channel marketing: Compensation design for online lead generation and offline sales conversion. *Journal of Business Research*, 105, 293–305. <https://doi.org/10.1016/J.JBUSRES.2019.06.016> (ABDC Journal list: A journal).
5. J. M. Jung, J. Jones, C. Haugtvedt, S. Banerjee. (2020) Consumer response to state-of-origin labels: the moderating role of residency. *Journal of Consumer Marketing*, 37(7), 761–773 (ABDC Journal list: A journal).

## WORKING PAPERS (Research papers are available on request)

6. Somnath Banerjee & Axel Stock, “Forced Ranking Policies: Why and How to Implement them to Motivate an Ambiguity Averse Sales Force”.
7. Somnath Banerjee & Axel Stock, “Firm Competition for Sales Force Owned Customer Loyalty” (invited for resubmission at *JMR*).
8. Somnath Banerjee & Axel Stock, “Peter Principle in Sales Managerial Promotions: An Alternative Explanation”.
9. Somnath Banerjee & Pradeep Bhardwaj, “Pricing Models for Internet Sales Leads: Cost-Per-Lead Advertising Auction versus Affiliate Marketing”.
10. “Measuring the Brand Extension Fit Construct” (with Rajani Pillai and Vishal Bindroo).

## WORK IN PROGRESS

1. Somnath Banerjee & Linlin Chai, “The Effect of Indulgence and Long-term Orientation on Online Review Ratings: Evidence from Airline Reviews”.
2. Somnath Banerjee, Sarang Sunder & Tyson Browning, “Radical or Incremental? The Effect of Reference Dependence and Consumer Learning on Firm Innovation Strategy”.
3. Somnath Banerjee, “Recency or Quality: How to Order User Generated Content on Review Boards?”

## CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Jae Min, Joseph Jones, Curt Hugtvidt, Somnath Banerjee “When and Why Do Consumers Buy Products Bearing “Locally-Produced” Labels?” *AMA Summer Educator’s Conference*, Boston, MA, August 2019.
2. Somnath Banerjee & Linlin Chai, “Effect of Individualism on e-WOM: Theory and Evidence” *AMA Winter Educator’s Conference*, Austin, TX, February 2019.

3. Somnath Banerjee & Linlin Chai, "Effect of Individualism on e-WOM: Evidence from Airline Industry" *Decision Science Conference*, Chicago, IL, November 2018.
4. Somnath Banerjee & Axel Stock, "Dominant Retailer, Lower Product Quality and Uninformed Customers" *INFORMS International Conference*, Taipei, Taiwan, June 2018.
5. Somnath Banerjee, Sarang Sunder & Tyson Browning, "Radical or Incremental? The Effect of Reference Dependence and Consumer Learning on Firm Innovation Strategy" *INFORMS Marketing Science Conference*, Philadelphia, PA, June 2018.
6. Somnath Banerjee & Axel Stock, "Dominant Retailer, Lower Product Quality and Uninformed Customers" *INFORMS Marketing Science Conference*, Philadelphia, PA, June 2018.
7. Somnath Banerjee & Pradeep Bhardwaj, "Pricing Models for Internet Sales Leads: Cost-Per-Lead Advertising Auction versus Affiliate Marketing", *Marketing EDGE Conference*, New Orleans, LA, October 2017.
8. Somnath Banerjee & Rajani Pillai, "Measuring the Brand Extension Fit Construct", *AMA Summer Educator's Conference*, San Francisco, CA, August 2017.
9. Somnath Banerjee & Pradeep Bhardwaj, "Pricing Models for Internet Sales Leads: Cost-Per-Lead Advertising Auction versus Affiliate Marketing", *INFORMS Marketing Science Conference*, Los Angeles, CA, June 2017.
10. Somnath Banerjee & Axel Stock, "Firm Competition for Sales Force Owned Customer Loyalty", *Midwest Academy of Management Conference*, Fargo, October 2016.
  - Winner of Best General Management paper at the conference (as per the organizers, winner was selected from a pool of 150 papers by a review team).
11. Somnath Banerjee & Axel Stock, "Firm Competition for Sales Force Owned Customer Loyalty", *Institute for the Study of Business Markets Biennial Academic Conference*, Atlanta, August 2016.
12. Somnath Banerjee & Axel Stock, "Firm Competition for Sales Force Owned Customer Loyalty", *INFORMS Marketing Science Conference*, Shanghai, China, June 2016.
13. Somnath Banerjee & Pradeep Bhardwaj, "Aligning Marketing and Sales: The Case of Online Lead Management", *European Marketing Academy Conference (EMAC)*, Oslo, Norway, May 2016.
14. Somnath Banerjee & Pradeep Bhardwaj, "Aligning Marketing and Sales: The Case of Online Lead Management", *Product and Operations Management Society (POMS) Conference*, Orlando, May 2016.
15. Somnath Banerjee & Axel Stock, "Peter Principle in Sales Managerial Promotions: An Alternative Explanation", *5<sup>th</sup> Biennial Enhancing Sales Force Productivity Conference*, Georgia Tech, Atlanta, June 2015.
16. Somnath Banerjee & Axel Stock, "Hunter-Farmer or Hybrid: An Analysis of Sales Account Management Models", *INFORMS Marketing Science Conference*, Atlanta, June 2014.
17. Somnath Banerjee & Axel Stock, "Hunter-Farmer or Hybrid: An Analysis of Sales Account Management Models", *9<sup>th</sup> Annual Graduate Research Forum*, University of Central Florida, FL, April 2014.
18. Somnath Banerjee & Pradeep Bhardwaj, "Aligning Marketing Campaigns and Sales Force", *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.
19. Somnath Banerjee & Axel Stock, "Sales Force Career Tournaments" *INFORMS Marketing Science Conference*, Boston, MA, June 2012.
20. Somnath Banerjee & Axel Stock, "Sales Force Career Tournaments", *7<sup>th</sup> Annual Graduate Research Forum*, University of Central Florida, FL, April 2012.

## **INVITED /OTHER PRESENTATIONS**

1. Somnath Banerjee & Axel Stock, "Firm Competition for Sales Force Owned Customer Loyalty", *Barry Hall Research Colloquium*, North Dakota State University, Fargo, February 2017.
2. Somnath Banerjee & Axel Stock, "Peter Principle in Sales Managerial Promotions: An Alternative Explanation", *Sales Advisory Board Meeting*, North Dakota State University, Fargo, April 2016.

3. Somnath Banerjee & Axel Stock, "Peter Principle in Sales Managerial Promotions: An Alternative Explanation", *Department of Mathematics, Applied Mathematics Seminar, North Dakota State University*, Fargo, April 2016.
4. Somnath Banerjee & Pradeep Bhardwaj, "Aligning Marketing and Sales: The Case of Sales Lead Management", *Department of Marketing Brownbag Seminar, University of Central Florida*, Orlando, February 2014.
5. Somnath Banerjee & Axel Stock, "Designing Forced Ranking Policies for Sales Force", *Department of Marketing Brownbag Seminar, University of Central Florida*, Orlando, November 2012.

## **RESEARCH WORKSHOPS**

The Carnegie Mellon University Summer Workshop on Machine Learning, CMU Tepper School of Business, Pittsburgh, PA, May 2019.

## **TEACHING INTERESTS**

Marketing Strategy, Digital Marketing, Sales Management, Marketing Research and Analytics, Foundations of Marketing.

## **TEACHING EXPERIENCE**

### North Dakota State University

Marketing Strategy (MRKT 460), fall 2015, spring 2016, fall 2016, spring 2017, fall 2017, spring 2018, fall 2018, spring 2019, fall 2019, spring 2020, fall 2020, spring 2021, fall 2021 (scheduled).

Digital Marketing (MRKT 499.1): fall 2017, spring 2018, (MRKT 465.1): fall 2018, spring 2019, fall 2019, summer 2020, fall 2020, summer 2021, fall 2021 (scheduled).

Sales Management (MRKT 434), spring 2017, spring 2021.

Foundations of Marketing (MRKT 320), fall 2015, spring 2016, fall 2016.

Teaching Recognition: Nominated by graduating class of spring 2018 for being a faculty who made a difference. Three times nominated by student athletes for faculty appreciation games.

### University of Central Florida

#### Instructor

Marketing Strategy, 5 course sections from spring 2012 to summer 2015.

International Marketing, 2 course sections from fall 2012 to spring 2013.

#### Teaching Assistant

Strategic Marketing Management (MBA, EMBA), Dr. Amit Joshi; Marketing Strategy, Dr.

Pradeep Bhardwaj and Dr. Amit Joshi; Marketing Management, Dr. Axel Stock; Integrated

Marketing Communications, Dr. Huifang Mao; Consumer Behavior, Dr. Xin He

## **INSTRUCTIONAL DESIGN AND DEVELOPMENT**

1. New courses: Developed a new course on Digital Marketing at both UG and MBA level. In the first cohort of the UG course, all the 22 enrolled earned Google AdWords certification and completed a simulation along with the following experiential project. Till now almost 253 students have taken the

course over a period of close to three years and approx. 90% of students have been Google Ad Words certified.

2. Experiential projects for Digital Marketing: Students completed experiential project for local e-commerce companies. In addition, the students participated in a simulation.
3. Experiential projects for Marketing Strategy: Conducted a Case Competition for the Marketing Strategy Course (fall 2016 to fall 2019) in which students get a chance to work on real life problems facing Target Corporation. University coverage of the competition: <https://www.ndsu.edu/news/view/detail/29180/>.
4. Experiential learning for Sales Management: Developed a sales coaching role play case for sales management students. The role play was conducted in partnership with NDSU sales center and corporate partners of the center played the role plays with the students and provided feedback.

## INDUSTRY WORK EXPERIENCE

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|---------------------|--|
| Feb 2010 – May 2010 | Manager – Sales and Distribution, Citicorp Finance, India (A Citigroup Company previously known as CitiFinancial Consumer Finance India), <a href="https://www.online.citibank.co.in/CFIL/citicorpfinance.htm">https://www.online.citibank.co.in/CFIL/citicorpfinance.htm</a>  |
| Jan 2006 – Jan 2010 | Assistant Manager – Sales and Distribution, Citicorp Finance, India <ul style="list-style-type: none"><li>• Functional Designations included Branch Manager and Relationship Manager.</li><li>• Responsibilities included branch sales, marketing and service management, and management of on roll and outsourced sales and customer service employees.</li><li>• Achievements included “You Made a Difference” and Debt Consolidation Champion awards.</li></ul> |
| May 2005 – Jan 2006 | Management Trainee, IndusInd Bank Ltd, India, <a href="http://www.indusind.com">www.indusind.com</a> <ul style="list-style-type: none"><li>• Responsibilities included retail bank operations and customer relationship management.</li></ul>  |
| Dec 2003 – Jan 2004 | Intern, A T Kearney India, <a href="http://www.atkearney.in/">http://www.atkearney.in/</a>   |

## EDITORIAL AND PROFESSIONAL SERVICE

Ad Hoc Reviewer

*Journal of Retailing*

*Journal of Business Research*

*Journal of Business and Industrial Marketing*

*Journal of Global Marketing*

*Journal of Modeling in Management*

*Journal of Consumer Marketing*

*Journal of Research in Interactive Marketing*

*Journal of Air Transport Management*

*International Journal of Consumer Science*

*Journal of Destination Marketing and Management*

*European Marketing Academy Conference (2018, 2019)*

*American Marketing Association Summer Marketing Educators' Conference (2018)*

*American Marketing Association Mary Kay Case Competition (2018)*

*Society of Marketing Association Doctoral Dissertation Award (2017)*

*National Conference for Sales Management, Milwaukee (2016), St. Louis (2017)*  
*American Marketing Association Summer Marketing Educators' Conference (2017)*  
*Midwest Academy of Management Conference (2016, 2017, 2019)*  
*Direct Marketing Conference, Los Angeles (2016)*  
*American Marketing Association Winter Marketing Educators' Conference (2016)*  
*American Marketing Association Summer & Winter Marketing Educators' Conferences (2015)*  
*American Marketing Association Summer Marketing Educators' Conference (2014)*

Editorial Board Member, *Frontiers in Applied Mathematics and Statistics*

Discussant and/or Session Chair

*Marketing Edge Conference, New Orleans (2017)*  
*Midwest Academy of Management Conference, Fargo (2016)*

## **UNIVERSITY, COLLEGE AND DEPARTMENT SERVICE**

1. Internship and Student Activities Coordinator, Sales Center, NDSU (2018 –).
2. Chair, Students Progress Committee (2018 –); served as a member for the term 2017 – 18.
3. Member, Research Committee (2017 –)
4. Member, Grade Appeals Committee (2020 – 2021)
5. Member, Search Committee for Sales Lecturer position in 2021.
6. Member, Search Committee for Sports Management Assistant Professor position in 2017 – 18.
7. Member, Internal Search Committee for the position of Director of Sales Center at NDSU in fall 2018.
8. Dissertation Committee Member, Eric Sarfo Amponsah, Department of Mathematics, NDSU.
9. Attended Sales Advisory Board meetings for spring 2016, fall 2016, spring 2017, fall 2017, spring 2018 and fall 2018.
10. Acted as a Representative for NDSU's Sales Center at the University Sales Center Alliance (USCA) board meeting hosted by Bradley University, Peoria in fall 2016.
11. Sales Coaching:
  - 11.1. Worked as a co-coach for sales competition student teams in fall 2016 and fall 2017. Led a student team of four members to Northeast Intercollegiate Sales Competition held at Bryant University, RI in fall 2016. The team won the Best Rookie Team of the Year Award.
  - 11.2. Served as coach for sales competition student team in spring 2019.

## **MEDIA MENTIONS**

Wallet Hub article on Credit Cards: [https://wallethub.com/credit-cards/citibank/#expert=Somnath\\_Banerjee](https://wallethub.com/credit-cards/citibank/#expert=Somnath_Banerjee)  
Wallet Hub article on 4<sup>th</sup> July Sales: <https://wallethub.com/blog/4th-of-july-sales/36500/>  
Wallet Hub article on Credit Cards: <https://wallethub.com/easiest-credit-card-to-get/>  
Wallet Hub article on Reward Credit Cards: [https://wallethub.com/credit-cards/rewards/#expert=Somnath\\_Banerjee](https://wallethub.com/credit-cards/rewards/#expert=Somnath_Banerjee)  
Wallet Hub article on American Express Cards: [https://wallethub.com/credit-cards/american-express/#expert=Somnath\\_Banerjee](https://wallethub.com/credit-cards/american-express/#expert=Somnath_Banerjee)  
Wallet Hub article on Credit Cards: <https://www.ndsu.edu/news/view/detail/58899/>  
Wallet Hub article on Car Insurance: [https://wallethub.com/cheap-car-insurance/north-dakota#experts=Somnath\\_Banerjee](https://wallethub.com/cheap-car-insurance/north-dakota#experts=Somnath_Banerjee)

## DOCTORAL COURSEWORK

Overall GPA – 3.958/4

### Marketing

Seminar on Marketing Models I and II  
Seminar on Marketing Strategy I and II  
Seminar on Consumer Behavior  
Measurement, Theory and Scaling  
Marketing Decision Models (*University of Florida*)

Axel Stock  
Gautham Vadakkepatt  
Xin He  
Huifang Mao  
Steven Shugan

### Economics, Statistics and Mathematics

Mathematical Economics  
Microeconomic Theory I  
Microeconomic Theory II  
Measure and Probability Theory  
Mathematical Statistics (*Attended*)  
Econometrics I  
Econometrics II  
Scientific Computing (*Attended*)  
Multivariate Research

Michael Caputo  
Michael Caputo  
Geoffrey Turnbull  
Marianna Pensky  
Marianna Pensky  
Richard Hofler  
Shelby Gerking  
Brian Moore  
Steve Sivo

## SOFTWARE

Mathematica, STATA, HTML, CSS, Python.

## ACADEMIC AFFILIATIONS

American Marketing Association (AMA)  
Institute for Operations Research and the Management Sciences (INFORMS)  
Marketing Science Institute (MSI)

## REFERENCES

**Dr. Axel Stock**  
*Associate Professor,*  
*Department of Marketing,*

College of Business Administration,  
University of Central Florida,  
4000 Central Florida Blvd,  
Orlando, FL 32816  
Phone: (407) 823-1418  
Email: [Axel.Stock@ucf.edu](mailto:Axel.Stock@ucf.edu)

**Dr. Anand Krishnamoorthy**  
*Associate Professor,*  
*Department of Marketing,*

College of Business Administration,  
University of Central Florida,  
4000 Central Florida Blvd,  
Orlando, FL 32816  
Phone: (407) 823-1330  
Email: [kandy@ucf.edu](mailto:kandy@ucf.edu)

**Dr. Pradeep Bhardwaj**  
*Galloway Professor of Marketing*  
*Professor & Chair,*  
*Department of Marketing,*

College of Business Administration,  
University of Central Florida,  
4000 Central Florida Blvd,  
Orlando, FL 32816  
Phone: (407) 823-5053  
Email: [Pradeep.Bhardwaj@ucf.edu](mailto:Pradeep.Bhardwaj@ucf.edu)

**Dr. Ronald Michaels**  
*Professor,*  
*Department of Marketing,*

College of Business Administration,  
University of Central Florida,  
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