



< Department of Management



Professor Amitav Chakravarti

Professor of Marketing

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About me

Prior to his appointment at LSE, Professor Chakravarti was an Associate Professor at the Stern School of Business, New York University. He has also served on the faculties of MIT Sloan School of Management, Johnson School of Management, Cornell University, and University of California, Riverside.

He received a BA in Economics from the University of Bombay, an MBA from the Indian Institute of Foreign Trade (New Delhi), and a PhD from the University of Florida (GoGators!). Prior to his PhD he worked with IMRB (Indian Market Research Bureau) in India.

Professor Chakravarti's research has been published in leading journals like the Journal of Marketing Research, Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Journal of Experimental Psychology: Learning, Memory, and Cognition, and Journal of Consumer Psychology. In recognition of his research contributions, he was awarded the inaugural Google-WPP Marketing Research Award, the Marketing Science Institute (MSI) Young Scholar Award (awarded by MSI to faculty members who are "likely leaders of the next generation of marketing academics"), and the ART (Advanced Research Techniques) Forum Best Paper Award. He also serves on the editorial review board of the Journal of Consumer Research.

Professor Chakravarti was recently named among the "Top 10" best-rated instructors at the Department of Management, LSE. He has taught a wide variety of courses in Marketing, Management, and Psychology to undergraduate and graduate students (Masters, MBA, and PhD), and to executive-education participants from organizations like Accenture, Barclays, BBC, Campari, Dell, Deutsche Bank, Ernst & Young, GlaxoSmithKline, Google, Harrods, IBM, Johnson & Johnson, LinkedIn, L'Oréal, McDonald's, US Department of Commerce, Pearson, Ferragamo, Schlumberger, and UNICEF.

He recently coauthored a book on consumer insights (with Manoj Thomas, Cornell University) titled, "GO & STOP Signals: Why Consumers (Don't) Buy" (PalgraveMacmillan)

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My research



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Author(s) Amitav Chakravarti



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Article

Author(s) Francesco Bogliacino, Cristiano Codagnone, Giuseppe Alessandro Veltri, Amitav Chakravarti, Pietro Ortoleva, George Gaskell, Andriy Ivchenko, Francisco Lupiáñez-Villanueva, Francesco Mureddu, Caroline Rudisill



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Article

Author(s) Rajesh Bhargave, Amitav Chakravarti, Abhijit Guha

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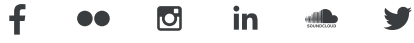
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