SAYAN GUPTA, Ph.D.
Assistant Professor of Marketing
Wilbur O. and Ann Powers College of Business
Clemson University
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Academic Appointments

Clemson University	
Assistant Professor of Marketing – Wilbur O. and Ann Powers College of Business	2023-
Faculty Member – Media Forensics Hub	2023-

Education

University of Pittsburgh (Joseph M. Katz School of Business)	2018-23
PhD in Marketing	

Dissertation Title: Brand Actions and Love-Hate Relationships with Consumers
Committee: Vanitha Swaminathan (Chair), Esther Gal-Or, J. Jeffrey Inman, Mina Ameri, Sundar Bharadwaj

	2011-13
Indian Institute of Management Indore	
Post Graduate Diploma in Management (Equivalent to MBA)	
Indian Institute of Technology Kharagpur	
Bachelors and Masters in Technology (Dual Degree) in Mechanical Engineering	2006-11

Research Interests

Substantive	Consumer Polarization, Consumer Deception and Trust, Brand Crises, Brand Activism, Marketing-Finance Interface, Customer Analytics
Methodological	Econometric impact evaluation, Natural Experiment, Dynamic Networks analysis, Natural Language Processing

Publications (# indicates equal authorship)

Swaminathan, Vanitha[#], **Sayan Gupta**[#], Kevin Lane Keller, and Donald Lehmann. "Brand actions and financial consequences: a review of key findings and directions for future research." *Journal of the Academy of Marketing Science* (2022): 1-26.

Working Papers (* indicates presentation by co-author)

"Dousing a Social Media Firestorm: Understanding and Mitigating Echo-Chambers in the Aftermath of Brand Crises" (Dissertation Essay 1, with Vanitha Swaminathan)
- Part of dissertation proposal chosen as a winner of the 2020 ISMS Early-Stage Dissertation Award
- Best Paper in 'Digital and Social Media Marketing' track at Winter AMA Conference 2022
- Presented at Winter AMA 2023 (Invited for Special Session), ISMS Marketing Science Conference 2021, JMR Special Issue Conference 2021

"The Effects of Going Private on Firms' Marketing Mix and Consumer Portfolio" – with Sundar Bharadwaj
- Presented at Winter AMA 2019 Conference, Marketing Strategy meets Wall Street Conference VI* and New Ideas in Marketing Seminar Series 2020*

"When Brands Take a Stand – Impact of Brand Activism on Polarization of Consumer Purchase Behaviour" (Dissertation Essay 2, with Vanitha Swaminathan)
- Part of dissertation proposal chosen as a winner of the 2020 ISMS Early-Stage Dissertation Award
- Presented at ISMS Marketing Science Conference 2022

"The Dark Side of Social Media Influencers on Brands and their EcoSystem" – with Medha Reddy Enuduru
- ▪ Book Chapter – Cancel Culture and Brand Boycotts – The Darker Side of Social Media for Brands

Conferences
- ▪ Doctoral Fellow: AMA-Sheth Doctoral Consortium 2021, ISMS Doctoral Consortium 2021
- ▪ Presented at: Winter AMA 2023, ISMS Marketing Science 2022, Marketing Academic Research Colloquium 2022, Winter AMA 2022, JMR Special Issue 2021, ISMS Marketing Science 2021, Winter AMA 2019
- ▪ Attended: ISMS Marketing Science 2022, ISMS Marketing Science 2020, Conference on AI, Machine Learning & Business Analytics (2020,2018), Marketing Academic Research Colloquium 2019

Academic Accolades and Honors

Winner, Best paper in 'Digital and Social Media Marketing' track at Winter AMA 2022	2022
Doctoral Fellow at AMA-Sheth Doctoral Consortium 2021, ISMS Doctoral Consortium 2021	2021
Winner, INFORMS Society of Marketing Science (ISMS) Early-Stage Dissertation Award	2020
Recipient, Roger S. Albrandt, Sr. Fellowship, Joseph M. Katz School of Business	2018-
Recipient, Marketing Fellowship, Joseph M. Katz School of Business Marketing Area	2018-19
Recipient, DAAD Scholarship Award, German Embassy (support for Foreign Exchange MBA)	2012
Nominated (among 9 others across India), Best Rural Marketing Project Award, RMAI	2012

Teaching Experience and Interests

Clemson University
- ▪ Digital Marketing
  - o Fall 2023

University of Pittsburgh
- ▪ Introduction to Marketing
  - o Spring 2021-2023
  - o Teaching Assistant – Spring 2020 (Instructor: Dr. Kiersten Maryott)
- ▪ Digital and Social Media Marketing Strategy
  - o Teaching Assistant – Spring 2020 (Instructor: Jeff Godish)
- ▪ Social Media Analytics
  - o Teaching Assistant – Spring 2020 (Instructor: George Potts)

Research Experience and Skills

University of Pittsburgh
- ▪ Graduate Student Assistant to Vanitha Swaminathan (Sep 2018- Apr 2023)

Indian School of Business
- ▪ Research Associate to Sundar Bharadwaj (Oct 2016- Jul 2018)

Computer Skills
- o R, Stata, Python, MATLAB, MS-Office, ORA, SPSS, Mathematica

Databases:
- ▪ Social Media Listening: Sprinklr, Atlas Infegy
- ▪ Financial: Compustat, CRSP, SDC Platinum Alliances database, Prowess
- ▪ Marketing: Nielsen Scanner/Consumer Panel data, IRI Scanner Data, Ad$pender
- ▪ Macro-economic: Euro-monitor International, Data Monitor International
- ▪ Information and research: Capital IQ, Factiva, Lexis Nexis

Corporate Experience

Engagement Manager	*Merlytics Pvt. Ltd. (Private Equity Analytics)*	*Jan'16 – Aug'16*

Managing delivery of CXO-level analytics reports & dashboards to PE client & its portfolio companies
Executing consulting projects and providing analytical insights to strategic management problems

EA to CEO	*Greenply Industries Ltd. (Corporate Strategy)*	*Oct'14 – Nov'15*

Designing and delivering MIS for the Country Head (Sales & Marketing) and Managing Director
Key member of the Strategy Development and Business Process Re-engineering team

Area Sales Manager	*HSIL Ltd. (Sales and Marketing)*	*May'13 – Sep'14*

Managing sales targets of ~ INR 120 MN for key client accounts in Kolkata, India

Summer Intern	*Mahindra Farm Equipments*	*Apr'12 – Jun'12*

Creating a sustainable alternate distribution channel for a low-cost tractor in an Indian state
Investigating the strategic flaws responsible for the failure of the previous product launch

Additional Information

Certifications	▪ Chartered Financial Analyst (Level 1, 2012; Level 2, 2015)
Positions of Responsibility	▪ Editor of Management Canvas (IIM Indore's Student Magazine), 2011-12 ▪ Chassis Team Head, Formula SAE team, IIT Kharagpur from 2009-11
Languages	▪ Bengali (Native), English (fluent), Hindi (fluent), Oriya (Basic), French (basic)

References

Vanitha Swaminathan
Thomas Marshall Professor of Marketing
Joseph M. Katz Graduate School of Business
University of Pittsburgh
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Sundar Bharadwaj
The Coca-Cola Company Chair of Marketing
Terry College of Business
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E-mail: sundar@uga.edu

Esther Gal-Or
Glenn E. Stinson Chair in Competitiveness
Joseph M. Katz Graduate School of Business
University of Pittsburgh
Email: esther@katz.pitt.edu

J. Jeffrey Inman
Associate Dean for Research and Faculty
& Albert Wesley Frey Professor of Marketing
Joseph M. Katz Graduate School of Business
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Selected Abstracts

"Dousing a Social Media Firestorm: Understanding and Mitigating Polarization in the Aftermath of Brand Crises" – with Vanitha Swaminathan

This study investigates brand-consumer relationships in an increasingly opinionated and often aggressive social media landscape. The authors investigate online firestorms and their impact on brand perceptions through the lens of a novel algorithmically computed measure of social network polarization — random-walk controversy. They employ an event-study approach with multiple pre- and post-event windows on a cross-industry sample of ~300 brand crisis events over the period 2012-2019 to show that values-based brand crises behave differently than functional crises in terms of Twitter conversation network characteristics and, consequently, social media users' brand attitudes. The findings from the analysis of ~40 million tweets indicate that functional crises lead to greater network polarization (indicating greater insularity and echo-chamberness), which results in a greater intensity and proportion of negative tweets and, thus, a greater dip in average brand perceptions. The study further illuminates crisis mitigation tactics for deescalating online firestorms through relatively inexpensive network-level interventions (e.g., by optimally seeding a small number of influencers or conversation topics) that significantly reduce polarization and its harmful consequences. The authors provide robustness checks for alternate network polarization measures, different methods of classifying online firestorms, and comparisons with a matched control group of "non-events" in a differences-in-differences analysis.

"The Effects of Going Private on Firms' Marketing Mix and Consumer Portfolio" – with Sundar Bharadwaj

Publicly listed firms are increasingly opting to become privately held (i.e., going private) as the costs of staying public cease being commensurate with the benefits. The authors bring a marketing lens to this phenomenon and investigate the going-private effect on firms' marketing mix decisions and their consumer portfolio. The study tests the hypothesis that once they go private, firms are likely to adopt long-term oriented marketing mix and customer portfolio strategies as they find themselves unencumbered by the short-term performance pressures they faced as public firms. The authors employ a 2-stage differences-in-differences event study analysis, aggregating Nielsen scanner and household purchase data into a 12-year unbalanced panel comprising 136 transitioned private (treatment sample) and public (control sample) firms. Consistent with the long-term oriented marketing strategies hypotheses, going-private firms launch more products, in new categories and new brands, demonstrate forbearance towards their underperforming products, enhance distribution breadth, and increase prices. They also experience a change in their customer portfolio through greater consumer acquisition and attrition. Inconsistent with the long-term orientation expectation, firms do not reduce the level of promotions. The process of going private moderates these effects, as private-equity involvement leads to higher price increases, greater product-rationalization, and lower consumer attrition.

"When Brands Take a Stand – Impact of Brand Activism on Polarization of Consumer Purchase Behaviour" – with Vanitha Swaminathan

This study takes a deep dive into brands participating in socio-political activism (Bhagwat et al. 2020) through partisan advertising or controversial celebrity endorsements. The authors investigate the long and short-term repercussions of such politically-polarizing brand actions (e.g., stands on gun-control, immigration, women's rights etc.) on market shares of the brand and its drivers – namely, acquisition (attrition) of supporting (dissenting) customers and changes in RFM metrics – as a function of the ideological and religious composition of markets (Khan et al. 2013). To do so, they employ an event study on county-level purchases of such brands, aggregated from Nielsen Retail Scanner and Consumer Panel data, while accessing the demographic and political characteristics of counties from public records. At an overall level, they hypothesize that the ensuing changes in purchase behaviours and consumer profiles will adversely affect the risk-return profile of the brand's consumer portfolio (Tarasi et al. 2011).