

PROMOTION RECOMMENDATION
University of Michigan-Flint
School of Management

Approved by the
Regents
May 15, 2014

Syagnik Banerjee, assistant professor of marketing, School of Management, is recommended for promotion to associate professor of marketing, with tenure, School of Management.

Academic Degrees:

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| Ph.D. | 2008 | University of Rhode Island, Kingston, Rhode Island |
| M.B.A. | 1999 | International Management Institute, New Delhi, India |
| B.S. | 1997 | Presidency College, Calcutta, India |

Professional Record:

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| 2008 – Present | Assistant Professor of Marketing, School of Management, University of Michigan-Flint |
| 2001 – 2003 | Channel Manager, Bharti Tele-Ventures, West Bengal, India |
| 2000 – 2001 | Marketing Manager, VI-e Trans Private Ltd, West Bengal, Mumbai, India |
| 1999 – 2000 | Area Sales Manager, Eveready Industries, India |

Summary of Evaluation:

Teaching – Professor Banerjee demonstrates excellence in the classroom. He has consistently improved upon his teaching skills over the past five years. He has taught undergraduate courses face-to-face and online, and has taught two different preparations of the mixed mode (hybrid) UM-Flint Net Plus MBA. His teaching evaluations exceeded the school average during the most recent review period. Most impressive has been his dedication to consistently improve upon these teaching evaluations since joining the faculty in 2008. Professor Banerjee's teaching philosophy is structured around building a foundation of knowledge and then having students apply these new skills in working on marketing challenges with real organizations. Such engaged learning is at the heart of the community involvement spirit that we highly value at the University of Michigan-Flint. Professor Banerjee was recognized with the Community One Award by the Michigan Minority Business Development Council for these outreach efforts. Peer observations of classroom teaching found that "... students were comfortable asking questions and [and how] Professor Banerjee responded in a thoughtful, personal way."

Research – Professor Banerjee's primary area of research is in the emerging field of mobile marketing. The ubiquity of mobile computing devices is transforming how information is collected, analyzed, and distributed for decision makers. Of the nine journal articles published by Professor Banerjee, six are directly related to mobile marketing. One notable article was published in the *Journal of Business Research*, a top journal within the business disciplines. As with any new scholarly topic, many of these journals are relatively new but will grow in influence and prestige. Professor Banerjee has found an important research stream that should carry him to prominence in the area of mobile marketing.

Recent Publications:

Journal Articles

- Banerjee, Syagnik and Ruby Roy Dholakia (forthcoming). "Situated or Ubiquitous? A Segmentation of Mobile e-Shoppers," *International Journal of Mobile Communications*, available at SSRN: <http://ssrn.com/abstract=2196689>.
- Banerjee, Syagnik, Vijay Viswanathan, Kalyan Raman, and Hao Ying. "Assessing Prime-Time for Geotargeting With Mobile Big Data," *Journal of Marketing Analytics*, 1, 174-183, 2013.
- Dholakia, Ruby Roy and Syagnik Banerjee. "Marketing Household Durables in Emerging Markets: Empirical Evidence from India," *Journal of International Marketing Strategy*, Vol. 1, No. 1, 1-14, 2013.
- Banerjee, Syagnik and Ruby Roy Dholakia. "Location-Based Mobile Advertisements and Gender Targeting," *Journal of Research in Interactive Marketing*, Vol. 6, No. 3, 198-214, 2012.
- Amit Poddar, Jeff Forman, Syagnik Banerjee, and Pam Scholder Ellen. "Exploring the Robin Hood Effect: Moral Profiteering Motives for Purchasing Counterfeit Products," *Journal of Business Research*, Vol. 65, Issue 10, 1500-1506, 2012.
- Banerjee, Syagnik, Amit Poddar, Scott Yancey, and Danielle McDowell. "Measuring Intangible Effects of m-Coupon Campaigns on Non-Redeemers," *Journal of Research in Interactive Marketing*, Vol. 5, No. 4, 258-275, 2011.
- Banerjee, Syagnik and Scott Yancey. "Enhancing Mobile Coupon Redemption in Fast Food Campaigns," *Journal of Research in Interactive Marketing*, Vol. 4, No. 2, 97-110, 2010.
- Banerjee, Syagnik and Ruby Roy Dholakia. "Mobile Advertising: Does Location-Based Advertising Work?," *International Journal of Mobile Marketing*, Vol. 3, No. 2, 68-74, 2008.

Conference Presentations/Proceedings

- Banerjee, Syagnik and Boveda, Adriana. "Consumer Attitude Toward the Social Aid: The effect of Paid vs Social Media on Shopping Intent," Academy of Marketing Science, May 2013.
- Banerjee, Syagnik, Schultz, Don, and Raman, Kalyan. "Let's Stop Exporting Research Irrelevance: A New Marketing Communication Research Agenda for Emerging Economies," Marketing in Emerging Economies: An Agenda for the Next Decade, International Conference on Business and Information, Indonesia, 2013.
- Banerjee, Syagnik, Viswanathan, Vijay, Raman, Kalyan, and Ying, Hao. "What Lies Beneath Impressions and Clicks: Mining Foursquare to Improve Day-Parting for Location-Based Mobile Advertisers," Direct Marketing Conference, Las Vegas, Nevada, 2012.
- Banerjee, Syagnik and Dholakia, Ruby Roy. "Durable Acquisition Patterns in India," China India Consumer Insights Conference, New Delhi, India, 2011.
- Banerjee, Syagnik, Poddar, Amit, Foreman, Jeff, and Ellen, Pam. "Exploring the Robin Hood Effect: Moral Profiteering Motives for Purchasing Counterfeit Products," Global Marketing Conference, Tokyo, Japan, September 2010.
- Banerjee, Syagnik, Geyek, Kadir, Talwar, Vishal, and Raman, Kalyan. "Do Clock Blocks Buy More Than Jugglers? A Macro Study of UK Retail Shoppers Spatio-Temporal Orientations," in *Marketing Science INFORMS*, University of Michigan Ann Arbor, June 2009.
- Banerjee, Syagnik and Dholakia, Ruby Roy. "Convenient or Intrusive? The Roles of When and Where in Consumer Reactions to Mobile Advertising," in *Association of Consumer Research*, ISB, Hyderabad, January 2009.

Service – Professor Banerjee’s service record shows that he is an excellent contributor to the needs of the school, the university, and the discipline. He has served on six different committees in the School of Management. He has advised several student internships. In his service to the discipline, he has served as a reviewer for five different academic journals and is a member of the Editorial Review Board for the *Journal of Research in Interactive Marketing*. He has also advised organizations such as the Heartland Mobile Council in Chicago and served as a speaker for the Michigan Minority Supplier Development Council.

External Reviewers:

Reviewer (A):

“What I find interesting about Dr. Banerjee’s body of work is that he has been on the forefront of the research in the mobile marketing area. I think it is quite courageous for someone seeking tenure to venture into a new area and make a significant contribution. Too often, junior scholars follow a ‘safer’ path. ... His papers outside the mobile marketing area are of good quality as well.”

Reviewer (B):

“... I conclude that the quality and quantity of Dr. Banerjee’s scholarly accomplishments are satisfactory given the ‘teacher-scholar’ model of your institution. ... there appears to be potential for continued growth and opportunity in his research stream. ... Dr. Banerjee has developed a scholarly reputation in the fields of mobile commerce, interactive and internet marketing, and consumer behavior. ... Dr. Banerjee also seems to be developing as a scholarly leader in terms of incorporating consumer ubiquity into the marketing literature.”

Reviewer (C):

“... Dr. Banerjee has developed considerable expertise in and practical experience with the impact of various cutting edge technologies ... that make use of modern mobile technology. ... These are interesting and practically relevant topics. ... His published work is well-written and solid methodologically.”

Reviewer (D):

“... I see collaboration with practitioners and a practical streak in the work. ... a sign of opportunism, ... the JIMS, forthcoming, paper seems to have been written as a result of a dataset. These papers (e.g. IJMM 2008, IJMC forthcoming) contribute more to practice rather than theory since there is no new argument as such – the variables and justifying theory are similar to other sub-domains.”

Reviewer (E):

“I found the collection of writing sent to me to be very professionally executed, of high quality, which address relevant managerial issues. Dr. Banerjee’s primary focus on mobile commerce issues, both advertising and consumer behavior has made solid, early contributions to this emerging field. ... My sense is that Dr. Banerjee’s standing with in [sic] the top quarter of this peer group. His focus in mobile area is a strength.”

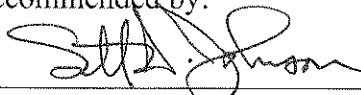
Reviewer (F):

"The number of publications is satisfactory. ... And his participation as a reviewer for a special issue is very meritorious."

Summary of Recommendation:

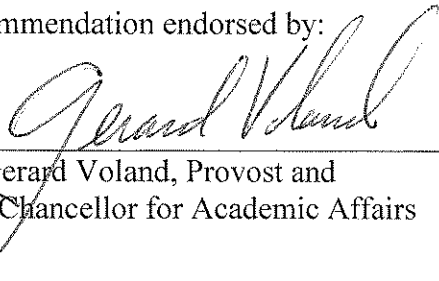
Professor Banerjee has become an excellent teacher both in the traditional classroom and in the online and mixed-mode approaches. He incorporates projects from the local community in his classes that serve to allow students to apply the more theoretical topics discussed in class. His research is helping to break ground in the important and growing field of inquiry related to mobile communications. Professor Banerjee's service record demonstrates his commitment to our students, his colleagues, and to the discipline. I enthusiastically recommend that Syagnik Banerjee be promoted to associate professor of marketing, with tenure, School of Management.

Recommended by:

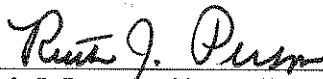


Scott D. Johnson, Dean
School of Management

Recommendation endorsed by:



Dr. Gerard Voland, Provost and
Vice Chancellor for Academic Affairs



Ruth J. Person, Chancellor
University of Michigan-Flint

May 2014