

PROMOTION RECOMMENDATION
The University of Michigan – Flint
School of Management

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

Academic Degrees:

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

Professional Record:

2014-Present	Associate Professor, School of Management, University of Michigan-Flint
2008-2014	Assistant Professor, School of Management, University of Michigan-Flint

Summary of Evaluation:

Teaching: Professor Banerjee is a thoughtful teacher who values experiential learning and student interaction. He has experimented with various teaching approaches, particularly in the transition from face to face teaching to mixed mode, and then to fully online teaching. The hallmark of a committed professor is to experiment and adapt. In this context, Professor Banerjee has embraced discussion boards, simulations, outside company related projects for students, and special data visualization assignments. He has coordinated student projects in his courses with the Coffee Beanery, McLaren Hospital, Waste Management, and others. Student evaluations of his courses average approximately 4.1 on a five point scale. This indicates the students are finding significant value in the courses taught by Professor Banerjee. Professor Banerjee has taught multiple sections of the following courses: Marketing Principles, Consumer Behavior (undergraduate and MBA), Market Research, Marketing Management, and Digital Marketing. He has taught over 1,000 undergraduates and 300 graduate students. His more recent focus on digital and mobile marketing is truly at the very forefront of marketing thought and practice. He is a recognized scholar in mobile marketing to the great benefit of his students.

Research and Professional Development: Professor Banerjee is a leader in the emerging streams of research related to digital marketing and mobile marketing. Specific streams of research center on mobile technology, mobile data, privacy, and data sharing. These are all increasingly relevant topics within marketing and for society in general. He has published eight articles in the past five years and has a total of 16 journal publications since joining the faculty. He also co-authored a book entitled M-Powering Marketing in a Mobile World. His publications include eight articles with an impact factor greater than 2.0 and two of the publications have impact factors greater than 4.0. This is a signal of high quality publications. In addition, his citation scores in Google Scholar are accelerating with over 300 citations since 2015. His 2017 article in the *Journal of Business Research* analyzing the how the location of tweets affects online rating systems is recognized as a particularly significant contribution by external reviewers. Due to his pioneering work in this emerging field, his reputation will continue to expand. An additional important indicator of the quality of his scholarship is evidenced by him receiving an invitation from Northwestern University to develop and teach a summer course on mobile marketing for the Medill School.

Recent and Significant Publications:

- Banerjee, S., “Geosurveillance, Location Privacy and Personalization,” *Journal of Public Policy and Marketing, Special Issue: Marketing and Public Policy in a Technology-Integrated Society*, 38 (4), 2019, pp. 484-499.
- Poddar, A., Banerjee, S., Sridhar, K., “False advertising or slander? Using location based tweets to assess online rating-reliability,” *Journal of Business Research*, 99, June, 2019, pp. 390-397.

- Sultan, F., Banerjee, S., "Enhancing Customer Insights with Public Location Data," *Harvard Business Review Online*, 2018, available at: <https://hbr.org/2018/06/enhancing-customer-insights-with-public-location-data>
- Rybarczyk, G., Banerjee, S., Starking-Szymanski, M., Shaker, R., "Travel and Us: The Impact of Mode Shares on Sentiment Using Geosocial Media Data and GIS," *Journal of Location-Based Services*, 12 (1), 2018, pp. 40-62.
- Banerjee, S., Hemphill, T.A., Longstreet, P. "Wearable Devices and Healthcare: Data Sharing and Privacy," *The Information Society: An International Journal*, 34 (1), 2018, pp. 49-57.
- Poddar, A., Banerjee, S., and Sridhar, K., "False Advertising or Slander? Using Location Based Tweets to Assess Online Rating-Reliability," *Journal of Business Research*, 99, 2017, pp: 390-397.
- Banerjee, S., & Longstreet, P., "Mind in eBay, Body in Macy's: Dual Consciousness of Virtuo-Physical Consumers and Implications for Marketers." *Journal of Research in Interactive Marketing*, 10(4), 2016, pp: 288-304.

Service: Professor Banerjee's service work within the university and for the academic community is significant. Since his earlier promotion, he has served on several school committees including the Executive Committee, Graduate Committee, and Ad Hoc DBA Committee. He has also served on the university Faculty Council. These are all important and time consuming commitments. Professor Banerjee has also been actively engaged in faculty governance issues related to university and school where he has taken a leadership role to champion transparency and shared decision making. Professor Banerjee has served on the editorial review boards for the *Journal of Research in Interactive Marketing*, *European Journal of Marketing*, and *Global Business Review*. He has also been sought out as a reviewer for several other publications. These editorial and reviewer contributions are indicative of a high level of scholarly achievement and a recognition within the discipline of his expertise.

External Reviewers:

Reviewer (A): "I would consider Dr. Banerjee's work to be both current, of quality, and quantity. In conclusion, I would consider Dr. Banerjee's work to be very strong and worthy of consideration for promotion to the position of Full Professor."

Reviewer (B): "He has given back to field in a manner that I would describe as above and beyond. I would conclude that Dr. Banerjee is gem of a researcher, and as such is very much worth promoting to Full Professor."

Reviewer (C): "Dr. Banerjee's research record is one with a high level of frequency, published in quality journals, and has been cited by many authors. Combined, this record suggests a solid contribution to the field, is innovative and has the ability to advance thought, and is commendable."

Reviewer (D): "Dr. Banerjee's record of publications is impressive and is evidence of his contributions to the field. Moreover, the consistency and focus of his research is impressive and he is active professionally at premier and international conferences."

Reviewer (E): "I believe that Dr. Syagnik Banerjee's research record meets and exceeds the expectations for most schools. His research record is quite impressive."

Summary of Recommendation:

In his teaching, Professor Banerjee has embraced discussion boards, simulations, outside company related projects for students, and special data visualization assignments. He has coordinated student projects in his courses with the Coffee Beanery, McLaren Hospital, Waste Management, and others. Student evaluations of his courses average approximately 4.1 on a five point scale. This indicates the students are finding significant value in the courses taught by Professor Banerjee. Specific streams of research center on mobile

technology, mobile data, privacy, and data sharing. These are all increasingly relevant topics within marketing and for society in general. He has published eight articles in the past five years and has a total of 16 journal publications since joining the faculty. He also co-authored a book entitled M-Powering Marketing in a Mobile World. His publications include eight articles with an impact factor of greater than 2.0 and two of the publications have impact factors of greater than 4.0. This is a signal of high quality publications. Professor Banerjee's service work within the university and for the academic community is significant. Since his earlier promotion, he has served on several school committees including the Executive Committee, Graduate Committee, and Ad Hoc DBA Committee. He has also served on the university Faculty Council. These are all important and time consuming commitments. Professor Banerjee has served on the editorial review boards for the *Journal of Research in Interactive Marketing*, *European Journal of Marketing*, and *Global Business Review*. He has also been sought out as reviewer for several other publications. These editorial and reviewer contributions are indicative of a high level of scholarly achievement and a recognition within the discipline of his expertise. I strongly recommend Syagnik Banerjee for promotion to professor of marketing, with tenure, School of Management.

Recommended by:



Scott D. Johnson, Ph.D.
Dean, School of Management
Professor of Marketing

Recommendation endorsed by:



Keith Moreland, Interim Provost and
Vice Chancellor for Academic Affairs



Debasish Dutta, Chancellor
University of Michigan-Flint

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