



MARKETING

AMITAVA CHATTOPADHYAY

Professor of Marketing

The GlaxoSmithKline Chaired Professor of Corporate Innovation

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BIOGRAPHY

Amitava Chattopadhyay is a Professor of Marketing and the GlaxoSmithKline Chaired Professor of Corporate Innovation at INSEAD. He is an expert on branding, and his research has appeared in leading journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Marketing Science*, *Management Science*, *International Journal of Research in Marketing*, and *Long Range Planning*. Most recently, he has published a book entitled *The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands*.

Professor Chattopadhyay is an Associate Editor of the *Journal of Consumer Psychology*, and an Area Editor of the *International Journal of Research in Marketing*. He is also on the editorial review boards of the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning*, *Social Science Research Network*, *International Journal of Internet Marketing and Advertising*, and the *International Journal of Marketing Education*. He has been a member of the Advisory Board of the Association for Consumer Research and is currently serving on its Board. For his research, he has been the recipient of several awards, including the Robert Ferber Award. He is a Fellow of the Institute on Asian Consumer Insight.

Professor Chattopadhyay has developed and taught courses on branding, marketing strategy, communication strategy, consumer behaviour, marketing in emerging economies, and international marketing for MBA and PhD students. He has taught in Executive Education programs in Europe, the Americas, Asia, Australia, and Africa. He is on the advisory boards of several companies and a consultant to multinational firms. Professor Chattopadhyay is co-directing [INSEAD Leadership Programme for Senior Executives - India](#).

Professor Chattopadhyay holds a PhD from the University of Florida, a PGDM from the Indian Institute of Management, Ahmedabad, and a BSc (Honours) degree from Jadavpur University, India.

RESEARCH AREAS

Branding, Marketing and the Internet, Creativity and Innovation, Aesthetics and Product Design, Marketing in Emerging Economies

TEACHING AREAS

Branding, Customer Focus, Communication Strategy, Consumer Behaviour, International Marketing Strategy

INDUSTRY SECTORS

Banking and Insurance, Electronic & Electrical Equipment, Household Goods & Textiles, Pharmaceuticals and Health

PUBLICATIONS

- Name Letter Branding: Valence Transfers when Product Specific Needs Are Active
- The Importance and Functional Significance of Affective Cues in Consumer Choice
- Managing Brand Experience: The Market Contact Audit
- On the Perceived Value of Money: The Reference Dependence of Currency Numerosity Effects
- The Valence of Initial Evaluation, Challenge Characteristics, and the Magnitude of Evaluation Revisions
- CAM: A Spreading Activation Network Model of Subcategory Positioning When Categorization Uncertainty is High
- Defensive Reactions to Slim Female Images in Advertising: The Moderating Role of Mode of Exposure
- The Persuasive Role of Incidental Similarity on Attitudes and Purchase Intentions in a Sales Context
- The Different Roles of Product Originality and Usefulness in Generating Word-of-Mouth
- A Global Brand Management Roadmap
- The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands
- Unconscious Creativity: When can Unconscious Thought Outperform Conscious Thought?
- Valuing Time: Moderate Download Times Can Improve Online Goal Pursuit

CASE WEBSITES

- Arogya Parivar: Novartis' BOP Strategy for Healthcare in Rural India