

## **Dr. Ranjan Banerjee, Dean and Professor-Marketing, SPJIMR, Mumbai**

Dr. Ranjan Banerjee joined as the Dean of SPJIMR Mumbai in June, 2015. He brought with him a rare combination of extensive business, corporate training, academic and consulting experience and insight. In his first year at SPJIMR, one of Dr Banerjee's focus areas has been a holistic Stakeholder Engagement, which is producing many successes.

Dr. Banerjee holds a BTech from IIT Bombay, an MBA from IIM Calcutta and a PhD in Management from the Carlson School of Management, University of Minnesota, USA. His research has been presented at the University of Michigan, Harvard Business School, London Business School, University of Texas at Dallas, Indiana University etc. His doctoral thesis won a global award for the best dissertation in b2b Marketing from the Institute for the study of business markets, Penn State University, USA.

Dr Banerjee has worked for leading FMCG companies like Asian Paints, Vadilal and Hindustan Unilever. He was Group COO of Insta Worldwide. Dr. Banerjee has also consulted for leading Indian and multinational companies like BASF, Legrand, Vodafone, AXA, Philips, Madura Garments, etc. His last assignment was as Founder & CEO of Renaissance Strategic Consultants.

Prior to joining SPJIMR, Dr Banerjee has also taught at leading B-schools like the Carlson School, University of Minnesota, SMU Singapore, IIM Calcutta and Great Lakes. He has published articles in Harvard Business Review online ([www.hbr.org](http://www.hbr.org)).

In the last year, he has been invited to lead a workshop for international deans at the GMAC conference in Miami, USA. He has been an invited speaker at the GBSN conference in Manila, and the EFMD conference in Phuket. He was recently one of two invited panelists at a Korn Ferry thought leadership series in Mumbai which was attended by over 80 CEOs (along with Dr Nirmalya Kumar).

He has contributed invited articles on the future of management education for Business World, Business India and Forbes. He has contributed articles to Harvard Business Review ([www.hbr.org](http://www.hbr.org))

Dr. Banerjee's research interests lie in the areas of agency theory applications to marketing channels and sales force management, structural models, field experiments related to the impact of incentives and payment systems, behavioural economics etc His pedagogical research centers around the faculty student relationship and the impact of experiential learning methods.

His teaching interests center around innovation and design thinking, behavioural economics, sensory branding, long tail marketing. Pedagogy related teaching interests center around learning to learn, and teaching with simulations. A brief summary of recent publications and research is provided.

## Research and Publications (recent sample)

- “Incentive Pay in Hybrid Sales Channels”- Xiaolin Li, Ranjan Banerjee, George John and Om Narasimhan- revise and resubmit, Journal of Marketing
- “ Impact of Payment Systems on Retail Consumption-A Natural Experiment”- work in progress with Ashita Aggarwal and Om Narasimhan
- Ranjan Banerjee, Shantanu Dutta, Mark Bergen and Saurav Ray “Agency Theory in Marketing-Review and Future Direction” chapter published in Handbook of Business to Business Marketing, 2011.
- “Structural Analysis of a Field Experiment” ISBM Working Paper Series, 2011.
- Simone Ahuja, Ranjan Banerjee and Neil Bendle- “Three Cognitive Traps That Stifle Global Innovation”- Harvard Business Review (www.hbr.org), October 18, 2013.
- Ranjan Banerjee, Om Narasimhan, George John “Empirical Exploration of Multitasking in Marketing Channels” being readied for submission to Journal of Labor Economics and Organisation

## Recent conferences (2017 only)

- Incentive Pay in Hybrid Sales Channels”- Xiaolin Li, Ranjan Banerjee, George John and Om Narasimhan-to be presented at Sales Thought Leadership Conference at HEC Paris-June 2017-Invitation only research conference
- “ Impact of Payment Systems on Retail Consumption-A Natural Experiment”- work in progress with Ashita Aggarwal and Om Narasimhan- selected for presentation at Marketing Science, 2017
- Keynote on “ Impact of Innovative Experiential Education” -AMBA global conference, Dubai, May 2017

## Recent teaching (2017)

### Student courses

- Learning to Learn, Change Management, Design Thinking- SPJIMR 2017-Taught in multiple programs
- Design Thinking-EBS Germany 20017

Taught across the world, Mean teaching feedback is slightly greater than 9.5 on a 10 point scale. Typically rated among the top 3 teachers in every institute. Taught in India, Singapore, US , Germany.

### Pedagogical courses

- Teaching with simulations-Lead instructor for Harvard Business Publications Teaching with Simulations Seminar in India-Attended by participants from Indian School of Business, IIM Ahmedabad, XLRI and other top schools.
- Research writing and presentation- faculty course delivered at SPJIMR and IIT Bombay
- Behavioural decision theory=PHD seminar to be taught at SPJIMR in May 2017

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