



SUPRATIM KUNDU

### Overview:

I am a final year scholar in the area of Marketing.

### Area of specialization: Marketing

Year of joining the programme: Nov 2017

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### Educational background:

PGP (Online) – Data Analytics  
PGDM - Marketing  
B.Tech - Information Technology

### Research interest:

1. Product Diversification and Innovation
2. E-Commerce and Word of Mouth Marketing
3. Green Marketing

### Professional appointments/ Work experience:

Visiting Faculty for Marketing at KIAMS Harihar during 2017

Faculty (Associate) for Marketing at IMT Hyderabad from 2014 till 2018.

Hostel Warden at IMT Hyderabad from 2015 till 2017.

Sr. Research Associate (Team Lead) for APAC at TTK Services, Bengaluru during 2014.

Enterprise Sales (West) at Ashtech Infotech, Mumbai during 2013.

Software Engineer at Collabera Solutions (for IBM, Kolkata), Bengaluru during 2011.

Technology & Data Analyst at Wipro, Kolkata from 2008 till 2010.

Trainee Engineer (Software) at Govt. of West Bengal from 2007 till 2008.

Sales Associate at Reliance Infocomm Ltd, Kolkata during 2006.

### Publications and working papers:

Kundu, S (2021). Online Consumer Reviews at the Long Tail, *International Review of Business and Economics*, 5(2).

Kundu, S and Chakraborti, S. A (2020). A Comparative Study of Online Consumer Reviews of Apple iPhone across Amazon, Twitter and MouthShut Platforms, *Electronic Commerce Research*, 1-26.

Kundu, S and Sundara Rajan (2018). Word of Mouth: A Review of the Role of Spoken Communication in Influencing Consumer Behavior, *ASBM Journal of Management*, XI (2).1-9.

Kundu, S and Sundara Rajan (2017). Word of Mouth: A Literature Review, *Int J Econ Manag Sci*, 6(6), pp. 2-9.

Kundu, S and Gupta, N (2016). Consumer Behavior towards Purchase of Green Products vis-à-vis Ayurvedic Products, *Imperial Journal of Interdisciplinary Research*, 3(7), pp. 573-579.

Kundu, S and Gupta, N (2016), *Spice Jet: Recovering the spicy way*, The Case Center, Reference no. 516-0089-1 (for case), Reference no. 516-0089-8 (teaching note).

Kundu, S and Gupta, N (2016), *Wrangler Jeep: Launching in India*, The Case Center, Reference no. 516-0047-1 (for case), Reference no. 516-0047-8 (teaching note).

### Working Papers:

Kundu, S, Ray Chaudhuri, B. *How Prior Performance Impacts Product Diversification Choices influenced by Competitive Intensity across Technological Environments: Evidence from India.*

Kundu, S, Chakraborty, S. *Deciphering the differences between the online consumer reviews among mainstream and niche products: A comparative study of mobile phone category across India and USA.*

Kundu, S, Ray Chaudhuri, B. *The Zones of Tolerance, Action and Avoidance: Attainment Discrepancies and Product Diversification Strategy.*

Kundu, S, Ray Chaudhuri, B. *How do managers decide on Product Diversification: A Grounded Theory Approach.*

Kundu, S and Chakraborti, S. *Word of Mouth Marketing: Understanding in the Current Decade.*

Kundu, S and Kappes, A. *Online Consumer Review: The Motivational Perspective*.

### Conference presentations:

Kundu, S., Ray Chaudhuri, B. Impact of Competitive Intensity on Product Diversification Choices: Evidences from India. *23<sup>rd</sup> Annual Convention of the Strategic Management Forum 2021*. IIM Nagpur from 27-30 Dec 2021.

Kundu, S., Ray Chaudhuri, B. The Dynamics of Firm Performance, Competition and Product Diversification: An Indian Perspective. *FORE International Marketing Conference 2021*. FORE School of Management, New Delhi from 26-27 Nov 2021.

Kundu, S., Ray Chaudhuri, B., and Banerjee, R (2021). When yesterday is history, tomorrow may not be a mystery: Impact of Prior Performance on Product Diversification Strategy. *9th AIM-AMA Sheth Foundation Doctoral Consortium*, Jagdish Sheth School of Management, Bengaluru from 25-30 Jun 2021.

Kundu, S., Ray Chaudhuri, B., and Banerjee, R (2020). Product Diversification Strategy: The Behavioral Perspective. *EURAM (European Academy of Management) 2020 Annual Conference*, Trinity Business School, Dublin from 4-6 Dec 2020.

Kundu, S (2020). Online Consumer Review at the Long Tail. *SIMS 11<sup>th</sup> Annual International Research Conference (SIMSARC '20)*, Symbiosis Institute of Management Studies from 21-23 Dec 2020.

Kundu, S., Ray Chaudhuri, B., and Banerjee, R (2020). The Behavioral Drivers of Product Diversification Strategy. *IIM K Doctoral Symposium 2020 (in lieu of PAN IIM World Management Conference 2020)*, IIM Kozhikode from 9-11 Dec 2020. Won 2<sup>nd</sup> runners up best paper award.

Kundu, S., Ray Chaudhuri, B., and Banerjee, R (2020). The Behavioral Drivers of Product Diversification Strategy. *SJMSOM PhD Consortium 2020*, IIT Bombay from 21-22 Feb 2020.

Kundu, S (2019). The Long Tail: Do the niches need a different OCR strategy? *IIM Indore - NASMEI Summer Marketing Information Systems Conference Proceedings*, IIM Indore from 26-28 July 2019.

Kundu, S and R, Mahesh (2017). Adoption of Video Calling app: Application of the Unified Theory of Acceptance and Use of Technology, *International Conference on Marketing Challenges in Emerging Markets Conference Proceedings*, IMT Hyderabad from 9-10 December 2017.

Kundu, S and Gupta, N (2016). Blogging as a Marketing Tool, *International Conference on Digital Disruptions, Trends and Opportunities in Marketing Conference Proceedings*, IBS Business School, Mumbai from 11 –12 March 2016.

Kundu, S and Gupta, N (2016). Consumer Behavior towards Purchase of Green Products vis-à-vis Ayurvedic Products – An Indian Perspective, *International Conference on Marketing Challenges in Emerging Markets Conference Proceedings*, IMT Hyderabad from 21 – 22 January 2016.

### Brown Bag/ Research Seminar presentations:

Kundu, S., Ray Chaudhuri, B., and Banerjee, R (2020). Product Diversification Strategy: The Behavioral Perspective (Nov 2020).

### Achievements: