

**Dipankar Chakravarti, Ph.D.**  
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Dipankar Chakravarti is the Sonny Merryman Inc. Professor in Business and Director, Ph.D. Program in Executive Business Research at the Pamplin School of Business, Virginia Tech. He holds a B.Sc. with Honors in Physics (1969) from Presidency College, University of Calcutta, India and an M.S. (1976) and a Ph.D. (1979) in Industrial Administration from Carnegie-Mellon University. During 2009-15, he was a Professor of Marketing at the Johns Hopkins Carey Business School. Dr. Chakravarti is a Professor Emeritus at the University of Colorado, Boulder, where he was The Ortloff Professor of Business (1995-2008). During 1986-95 he was Professor of Marketing & Psychology, and the Thomas Faculty Fellow at the Eller School, University of Arizona. He has served as Vice-Dean, Programs at the JHU Carey Business School, as Interim Dean at the Colorado's Leeds School, and as Head, Department of Marketing at Arizona. His initial academic appointment was at Florida (1978-86) and he has also taught at Duke. Between 1969 and 1974, he was with DCM, India, starting as a Senior Management Trainee and advancing to executive responsibilities for marketing planning and control of a national line of consumer products.

Dr. Chakravarti has published extensively on managerial and consumer decision making in marketing and his research is widely cited in the field's major scholarly journals. His papers appear in *Journal of Consumer Psychology (JCP)*, *Journal of Consumer Research (JCR)*, *Journal of Marketing Research (JMR)*, *Journal of Marketing (JM)*, *Journal of the Academy of Marketing Science (JAMS)*, *Marketing Science*, *Management Science*, *Marketing Letters*, *Competitive Intelligence Review*, and scholarly books such as the *Annual Review of Psychology*. He has received several research awards from the American Marketing Association (AMA) and the Association for Consumer Research (ACR), including the ACR/JCR award for the best JCR article during 1991-93. His current research focuses on healthcare decisions and the psychology of consumption decisions in poverty and development contexts. He is a Fellow of the Society for Consumer Psychology (SCP), and a current or former member of the editorial boards of *JCP*, *JCR*, *JMR*, *JM*, the *Journal of Retailing*, and *Psychology and Marketing*, among others. A member of JCP's founding editorial team, he served as Editor during 1993-96.

Dr. Chakravarti has held a broad portfolio of teaching responsibilities. Most recently, he has taught MBA courses in Managerial Decision Behavior, Social Entrepreneurship, and Customer Relationship Management. He has also taught other graduate and undergraduate courses on a range of marketing topics. His doctoral teaching focuses on managerial and consumer decision making and advanced marketing research methods. As Vice-Dean, Programs at the JHU Carey Business School, Dr. Chakravarti led the design and successful launch of the school's full-time Global MBA Program. He founded and served as faculty director of its signature Innovation for Humanity course which was recognized in the business press and won JHU's "Green Blue Jay" award. At JHU, he was a faculty affiliate in the International Development Program at the Nitze School of Advanced International Studies, served on the executive board of the Energy, Environment, Sustainability and Health Institute, and was an associate director of the Center for Global Health. At Colorado, Dr. Chakravarti founded and directed Leeds School's Program in International Management, directed its doctoral programs, and served on the governing boards of the Deming Center for Entrepreneurship and the Center for Asian Studies. Active in faculty governance, he has chaired several key committees of the Arizona Faculty Senate and the Boulder Faculty Assembly.

Dr. Chakravarti has worked with major US and global corporations (e.g., IBM, P&G), government agencies (e.g., the FTC and the UNDP) and several entrepreneurial startups as a consultant and executive educator. He has held elected office as President of SCP, Director (Academic) of ACR, and also appointed positions on JCR's policy board, and research advisory councils for the AMA and the Marketing Science Institute. He is a charter member of The Indus Entrepreneurs (TiE – Rockies) and has served on its board of directors. He is a visiting faculty member at the Indian School of Business, Hyderabad and the Indian Institute of Management, Calcutta, where he has held an honorary appointment as Distinguished Institute Professor.

Dr. Chakravarti is married to Sharmila, a Clinical Dietitian with the Johns Hopkins Bayview Medical Center. Originally from Kolkata, India, they are now "empty nesters" and live in Ellicott City, MD. They have two sons. Agnish (43) holds a Ph.D. from the Stanford Business School and is a partner at YouGov/Definitive Insights - a global market research company. Arjun (38) holds a Ph.D. from the Booth School at the University of Chicago and is an Assistant Professor of Management & Marketing at the Illinois Institute of Technology, Chicago.