

PATRALI CHATTERJEE

Department of Marketing, Faculty of Management
Rutgers University
180 University Avenue
Newark, NJ 07102-1897

Phone: (973) 353-5476; fax: (973) 353-1325

URL: www.rci.rutgers.edu/~patrali

EDUCATION

- | | |
|-------------|--|
| 1993 – 1998 | Ph. D. (Management), Vanderbilt University, Owen Graduate School of Management |
| 1990 – 1992 | Master in Management Sciences, University of Bombay, India |
| 1987 – 1989 | M. S. (Physics), University of Bombay, India |
| 1984 – 1987 | B. S. (Physics), University of Bombay, India |

Academic Honors

National Science Foundation Research Assistant Summer 1996
AMA Doctoral Consortium Fellow 1996
Vanderbilt University Doctoral Fellowship 1993-1997
Graduate Scholarship for Physics (Bombay University, India) 1987-1989
Talent Development Award for Studies in Natural Sciences 1987
First Rank Solid State Electronics, B. Sc. (Bombay University, India) 1987

Grants

External

International Council of Retail Centers Education Foundation Grant 2001 & 2005

Internal

RBS Dean's E-Commerce Grant 2001, 2004
University Research Council Grant 2000, 2001
FOM Research Resources Committee Grant 1999, 2000, 2003, 2005
GE Teaching Fellow 1998, 2000
Rutgers Undergraduate Research Fellowship Grant 1999

RESEARCH

Papers and Publications

Chatterjee, Patrali (2004), "Changing Banner Ad Executions on the Web: Impact on Clickthroughs and Communication Outcomes," *ACR 2004 Proceedings*, eds. G. Menon and A. Rao, Provo, UT: Association for Consumer Research, forthcoming.

- Tuckman, Howard, Patrali Chatterjee and Dave Muha (2004), "Nonprofit Websites: Prevalence, Usage and Commercial Activity," *Journal of Nonprofit and Public Sector Marketing*, 12 (1), 49-68.
- Chatterjee, Patrali, Donna L. Hoffman and Thomas P. Novak (2003), " Modeling the Clickstream: Implications for Web-Based Advertising Efforts," *Marketing Science*, 22 (4) Fall, 520-541.
- Chatterjee, Patrali (2002), "Interfirm Alliances in Online Retailing," *Journal of Business Research*, vol. 57 (7), July, 714-723.
- Chatterjee, Patrali (2001), "Beyond CPMs and Clickthroughs: Understanding Consumer Interaction with Web Advertising " *Internet Marketing Research: Theory and Practice*, ed. Ook Lee, Hershey, PA: Idea Group Publishing, 209-216.
- Chatterjee, Patrali (2001), "Online Reviews – Do Consumers Use Them?" *ACR 2001 Proceedings*, eds. M. C. Gilly and J. Myers-Levy, Provo, UT: Association for Consumer Research, 129-134.
- Chatterjee, Patrali and Suman Basuroy (2001), "From Bricks-and-Mortar to Clicks-and-Mortar: How Traditional Retailers Can Leverage Online Market Opportunities through Internet Malls," *Journal of Shopping Center Research*, 8 (1). 59-80.
- Chatterjee, Patrali and Robert Torres (2000), "Co-Branding Alliances in Online Environments," *The Rutgers Scholar*, vol. 2.
[URL: <http://rutgersscholar.rutgers.edu/volume02/contenth.htm>]
- Butler, John. S. and Patrali Chatterjee (1997), "Tests of the Specification of Univariate and Bivariate Ordered Probit," *The Review of Economics and Statistics*, 79 (May), 343-348.
- Hoffman, Donna L., Thomas P. Novak and Patrali Chatterjee (1996), "Commercial Scenarios for the Web: Opportunities and Challenges," *The Journal of Computer-Mediated Communication*, 1 (3).
[URL: <http://www.ascusc.org/jcmc/vol1/issue3/vol1no3.html>].
- Reprinted in *Readings in Electronic Commerce*, Ravi Kalakota and Andrew Whinston, eds. TX: Addison-Wesley Publishing Co. 1997, pp. 29-54.
- Reprinted in *New Tools for New Times : Electronic Commerce- Profiting from Business On-line*, Layna Fischer ed. Lighthouse Point, FL: Future Strategies Inc. , 1997, pp. 107-136.

Conference Presentations

- Chatterjee, Patrali (2005), "Modeling Multiple Acquisition & Defection Spells: CRM at Online Subscription Websites," *Annual Marketing Science Conference*, June 16-18, Atlanta, Georgia.

- Li, Shibo and Patrali Chatterjee (2005), "A Multi-Stage Model of Shopping Cart Abandonment at Online Websites," *Annual Marketing Science Conference*, June 16-18, Atlanta, Georgia.
- Choi, Chan, Patrali Chatterjee, Sharan Jagpal, Shibo Li and Ying Xie (2005), "Optimizing Marketing Mix Decisions Given Uncertain and Incomplete Competitive Information," *Annual Marketing Science Conference*, June 16-18, Atlanta, Georgia.
- Chatterjee, Patrali (2004), "Changing Banner Ad Executions on the Web: Impact on Clickthroughs and Communication Outcomes," *Association for Consumer Research 2004 Conference*, October 4-7, Portland, Oregon.
- Chatterjee, Patrali and Shibo Li (2004), "Shopping Cart Abandonment," *Annual Marketing Science Conference*, Rotterdam, Netherlands.
- Chatterjee, Patrali and Suman Basuroy (2003), "Customer Acquisition and Retention: The Role of Marketing Communications," paper presented at the *Annual Marketing Science Conference*, Maryland, U.S.A.
- Chatterjee, Patrali and Suman Basuroy (2001), "Managing Customer Acquisition Activities: A Multistage Process Model of Consumer Decision to Subscribe to Membership Shopping Services," paper presented at the *Annual Marketing Science Conference*, Wiesbaden, Germany.
- Chatterjee, Patrali (2000), "Online Reviews – Do Consumers Use Them?" paper to be presented at *ACR 2000 Proceedings*, Salt Lake City, Utah.
- Chatterjee, Patrali, Donna Hoffman and Thomas Novak (1999), "Modeling the Clickstream: Implications for Web-Based Advertising Efforts," paper presented at the *Annual Marketing Science Conference*, Syracuse.
- Chatterjee, Patrali (1998), "Privacy Concerns on the Internet: Implications for Advertising Revenues," paper presented at the *Annual INFORMS Fall 1998 Meeting*, Seattle.
- Chatterjee, Patrali (1998), "Aggregation Bias in Clickstream Data: Challenges in Developing Measures of Ad Effectiveness," paper presented at the *CIT Group Fall 1998*, NY.
- Chatterjee, Patrali (1997), "Consumer Behavior in On-line Environments," paper presented at the *Annual INFORMS Fall 1997 Meeting*, Dallas.
- Chatterjee, Patrali (1997), "Re-patronage Patterns in On-line Advertising Environments," paper presented at the *Graduate Research Day*, Vanderbilt University, Nashville.
- Chatterjee, Patrali (1996), "Consumer Retention Strategies in Commercial Web Sites," paper presented at the *Fifth Annual AMA Frontiers in Services Conference*.

Chatterjee, Patrali (1996), "Modeling Consumer Response on the World Wide Web: Implications for Advertising," paper presented at the 1996 *INFORMS Marketing Science Conference*, March 7-10, The University of Florida, Gainesville.

Invited Presentations

Chatterjee, Patrali (2002), "Statistical Issues in Online Marketing Research" invited presentation in Research Workshop series at the University of Bombay, India , Jan. 6-9, Bombay, India.

Chatterjee, Patrali (2001), "Modeling Consumer Clickstream Data" invited presentation in Research Workshop series at *AMA EXPLOR Forum 2001*, Nov. 15-17, Chicago, IL.

Chatterjee, Patrali and Suman Basuroy (2001), "From Bricks-and-Mortar to Clicks-and-Mortar: How Traditional Retailers can Leverage Online Market Opportunities through Internet Malls", invited presentation at the *Eighth Annual ICSC Research Conference*, Nov. 4-6, Denver, CO.

Submissions

Butler, J. S. and Patrali Chatterjee, "Ordered Probit Models: An Application to Pet Ownership" under review at *Journal of Regional Economics*.

Chatterjee, Patrali, "Delayed Gains and Immediate Losses- Consumer Response to Next-Purchase Coupons, " under review at *Journal of Product and Brand Management*.

Chatterjee, Patrali, Sandeep Krishnamurthy and Laura Mather, "Referral E-Mail Hyperlinks as CRM Tools on Webpages: An Empirical Analyses of E-mail-this-page Data" under review at *Journal of Marketing Research*.

Chatterjee, Patrali, "Interruptions And Distractions-Behavioral Response To Pop-Up & Banner Ads, " under review at *Journal of Advertising*.

Chatterjee, Patrali, "Managing Pre-Acquisition Marketing Communications, " under review at *Journal of Advertising*.

Chatterjee, Patrali, "Free Shipping, \$10 off or 10% off- Consumer Response to Customized Promotions, " under review at *the ACR 2005 Conference*.

Li, Shibo and Patrali Chatterjee, "Shopping Cart Abandonment at Retail Websites – A Multi-Stage Model of Online Shopping Behavior," under review at the *Journal of Marketing Research*.

Research in Progress

Chatterjee, Patrali, "Privacy Concerns on the Internet: Implications for Advertising Revenues."

Chatterjee, Patrali and Suman Basuroy, "Managing Customer Acquisition Activities: A Multistage Process Model of Consumer Decision to Subscribe to Membership Shopping Services."

Chatterjee, Patrali and Howard Tuckman, "Performance Implications of Radical and Disruptive Innovations: The E-Commercialization of the Non-Profit Sector."

Chatterjee, Patrali, "Multi-Channel Promotion Strategies: Asymmetric Effects of Consumer Search Behavior."

Chatterjee, Patrali, "Customer Acquisition and Retention Activities: A Survival Model of Consumer Lifetime and Free Trial Scheduling."

Choi, Chan, Patrali Chatterjee, Sharan Jagpal, Shibo Li and Ying Xie (2005), "Optimizing Marketing Mix Decisions Given Uncertain and Incomplete Competitive Information. "

Research Interests

- Strategic use of consumer transaction information.
- Modeling consumer response and decision making in computer-mediated environments.
- Analytical approaches to investigating post-consumption experiences.

TEACHING

Teaching Experience

Rutgers University

Undergraduate Courses

Advertising: Fall 2003, Spring 2000, Spring 1998

Interactive Marketing: Fall 1998

Intro to Marketing: Spring 2003, Spring 2002, Spring 2000, Spring 1998, Fall 1997

Marketing Strategy & Decisions: Fall 2003, Spring 2004.

MBA Courses:

Electronic Marketing: Fall 2001, Fall 2000, Fall 1998

Marketing Management: Summer 2003 (2 sections), Spring 2002

Vanderbilt University as Instructor

Principles of Marketing (Undergraduate): Spring 1996, Spring 1995.

International Teaching

April 2002

MBA Elective - Internet Marketing
University of Southern Europe, Monaco

Teaching Interests

Advertising Management

New Product Development

Internet Marketing and Electronic Commerce
Services Marketing

Marketing Strategy

Pedagogical Conferences

Direct Marketing Association Educators' Conference, Jan. 2003
Promotional Product Council Education Foundation Conference, June 2000.

SERVICE

Profession

Fall 2000 Session Chair on "E-Commerce and Marketing" track at *Annual INFORMS Conference*, San Antonio, TX.

2000-2004 Reviewer for *Management Science, Marketing Science*

2000-2002 Reviewer for *Journal of Advertising Research, Journal of Interactive Marketing, IEEE- TEM*

1999-2000 Reviewer for *ACR 1999 - 2002 Conferences*.

1998-2002 Reviewer for *International Conference on System Sciences Conferences*.

1997-2002 Reviewer for *Academy of Marketing Sciences Conferences*.

1999-2000 Reviewer for *Direct Marketing Association Conference*.

1999-2000 VIP Professor at the PPA Institute for Curriculum Development.

University, School and Department

2001-2004 Member, Technology Policy Committee

2000-2001 Member, Technology Resources Committee

April 2000 Judge in MBA Case Competition

1999-2000 Faculty Advisor for Undergraduate Research Fellows program.

1999-2000 Faculty Advisor for Undergraduate Students Participating the PPCEF National Competition. The students won third prize in the NorthEast district.

1999-2001 Associate Member, Newark-Graduate School, Ph.D. in Management Program

1998-1999 Committee Member - Marketing Department Undergraduate Awards

1998-2000 Committee Member - SOM Policy Committee

- Fall 1998 Developed RMO - Rutgers Marketing Online, the Department of Marketing, Rutgers University Web site [URL: <http://everest.rutgers.edu/~mktg98/>]
- Spring 1998 Developed promotional plans for the Women's Career Conference and Career Fair '98 organized by the Career Development Center
- 1997 – 1999 Marketing Department Internship Co-ordinator
- developed formal guidelines for Internship program
 - proposed guidelines will be adopted as a model for internship programs in other disciplines in the School of Management - Newark and New Brunswick
 - successfully implemented the internship program

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
The Institute of Management Science (INFORMS), member College of Marketing