

CURRICULUM VITAE

DASGUPTA, Srabana

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EDUCATION

- June 2004 Ph.D (Marketing), University of Southern California, Los Angeles
- August 1999 M.S (Economics), University of Florida, Gainesville,
- June 1996 M.A (Economics), Delhi School of Economics, New Delhi, India
- June 1994 B.A (Economics), Jadavpur University, Calcutta, India

ACADEMIC HONOURS

- 2003 INFORMS Doctoral Consortium Candidate, College Park, Maryland, June 2003
- Doctoral Fellowship, University of Southern California, September 1999 – May 2003
- Fellow, 2003 Albert Haring Symposium, Indiana University, Bloomington, Indiana, April 2003
- 2002 INFORMS Doctoral Consortium Candidate, Edmonton, Canada, June 2002
- Doctoral Internationalization Marketing Consortium candidate, Austin, Texas, April 2002
- Scholarship, Bayesian Applications and Methods in Marketing (BAMM) conference, Columbus, Ohio, November 2000
- Graduate Fellowship, University of Florida, Gainesville, 1997-99
- International Graduate Student Award, University of Florida, Gainesville, 1997-98
- Merit Scholarship, Delhi School of Economics, New Delhi, 1995-96

WORK EXPERIENCE

- Research Assistant, Institute of Economic Growth, New Delhi, India, 1995

RESEARCH INTERESTS

- Durable goods, pricing, choice models, bargaining, technology adoption, health marketing

PUBLICATIONS

- “Lease or Buy? A Structural Model of a Consumer’s Vehicle and Contract Decisions,” (August 2007), *Journal of Marketing Research* (with S. Siddarth and Jorge Silva Risso)
- “To Trade-in or Not? Exploring the Effects of Trade-In Value on Consumers’ Willingness to Pay for a New Product,” (April 2008), *Journal of Marketing Research* (with Juliet Zhu and Jack Chen)
- “How Good Are You at Getting a Lower Price? A Field Study of the US Automobile Market”, (February 2012), *Journal of Consumer Policy*, Springer, 35, 2, 255-274 (with X. Zeng and C.W. Weinberg)
- “The Effects of a No-haggle Pricing Policy on Marketing Strategies”, (December 2014) *International Journal of Research in Marketing*, 31,4, 434-443 (with X. Zeng and C.W. Weinberg)

PAPERS UNDER REVIEW

- “The Competitive Implications of a ‘No-haggle’ Pricing Policy: The Case of Access Toyota,” (with X. Zeng and C.B. Weinberg) being prepared for third round review at *International Journal of Research in Marketing*.
- “Lease for Less? A Price Discrimination Model of Why Auto Manufacturers Subsidize Leases,” (with S. Siddarth) invited for second round submission at *Marketing Science*.
- “Effect of Prior Experience and Employee Turnover on IT Innovation Propensity: An Organizational Learning Perspective”, (with N. Saraf), under first round review at *Information Systems Research*.

WORKING PAPERS AND WORK IN PROGRESS

- “How Strategic are Firm’s when Deciding How Much to Lease? A Structural Model of Firm Leasing Behavior”, with S. Siddarth (status: data analysis complete, manuscript in progress, target: *Marketing Science*)
- “Look before you Lease: An Empirical Analysis of the Call Option Value of a Lease”, with S. Siddarth and J. Silva-risso, (status: data analysis complete, target: *Management Science*)
- “On Managerial Aspirations, New Technology Implementation and Downsizing” (with D. Blettner and N. Saraf), manuscript preparation in progress
- “Choice of Fixed vs. Flexible Funding in Crowdfunding”, (with R. Krider and J. Ho), data analysis in progress
- “The Impact of Social Media and Celebrity Status on Health Outcomes”, with N. Saraf, A. Nicol and C. Berrios, (status: literature review and data preparation)

ACADEMIC PRESENTATIONS

- “Choice of Fixed vs. Flexible Funding in Crowdfunding”, INFOMRS Marketing Science Conference, Johns Hopkins University, June 2015 (with R. Krider and J. Ho)
- “The Competitive Implications of a ‘No-haggle’ Pricing Strategy When Others Negotiate: Findings from a Natural Experiment,” (with X. Zeng and C.B. Weinberg), invited presentation, San Francisco State University, San Francisco, February 2015.
- “Look before you Lease: An Empirical Analysis of the Call Option Value of a Lease”, INFORMS Marketing Science Conference, Emory University, June 2014 (with S. Siddarth and J. Silva-risso)
- “The Competitive Implications of a ‘No-haggle’ Pricing Policy: The Case of Access Toyota,” (with X. Zeng and C.B. Weinberg), Jadavpur University, Kolkata, January 2012.
- “The Competitive Implications of a ‘No-haggle’ Pricing Policy: The Case of Access Toyota,” (with X. Zeng and C.B. Weinberg), Indian Institute of Management (Joka), Kolkata, December 2013.
- “Do Manufacturers Subsidize Leases? A Price Discrimination Model of Firm Leasing Behavior,” Quantitative Marketing and Economics Conference, Stanford University, October 2006 (with S. Siddarth)
- “The Effect of a No-Haggle Internet Option on Optimal Pricing Strategies,” INFORMS Marketing Science Conference, University of Pittsburgh, June 2006 (with Xiaohua Zeng and Charles Weinberg)
- “Do Manufacturers Subsidize Leases? A Price Discrimination Model of Firm Leasing Behavior,” University of British Columbia, Marketing Fall Seminar Series, November 2005 (with S. Siddarth)
- “How Strategic are Firms When Deciding on How Much to Lease? A Structural Model of Firm Leasing Behavior,” INFORMS Marketing Science Conference, Emory University, June 2005 (with S. Siddarth)
- “Do Manufacturers Subsidize Leases? A Price Discrimination Model of Firm Leasing Behavior,” INFORMS Marketing Science Conference, Erasmus University, June 2004 (with S. Siddarth)
- “How Strategic are Firms When Deciding on How Much to Lease? A Structural Model of Firm Leasing Behavior,” INFORMS Marketing Science Conference, University of Maryland, June 2003 (with S. Siddarth)
- “Lease or Buy? A Structural Model of a Consumer’s Vehicle Acquisition Decision,” Haring Symposium, Indian University, April 2003 (with S. Siddarth and Jorge Silva-risso)
- “Lease or Buy? An Empirical Analysis of the Choice of Payment Options in the Purchase of New Automobiles,” INFORMS Marketing Science Conference, University of Alberta, June 2002 (with S. Siddarth and Jorge Silva-risso)

RESEARCH GRANTS

- Collaborator: Social Sciences and Humanities Research Council (SSHRC external grant) (\$92,980) – to further study “E-Persuasion: The Art of Persuading in Online Environments” (April 2013).
- Principal Investigator: Social Sciences and Research Humanities Council of Canada (SSHRC) (\$55,000) – to further study “The Role of the Call Option in Auto Leases: Implications for Firms and Consumers”(April 2009)

- Principal Investigator: Social Sciences and Research Humanities Council of Canada (SSHRC) (\$65,000) – to further study “Understanding the Role of Leasing in Durable Goods Markets,”(April 2005)
- Principal Investigator: Humanities and Social Sciences Research Grant Small Grants Program (HSS) (\$1,500) – to further study “Why Do Manufacturers Subsidize Leases? A Model of Price Discrimination (April 2005)

TEACHING EXPERIENCE

- Fall 2015 *Marketing Research*, Simon Fraser University
- Spring 2015 *Introduction to Marketing*, Simon Fraser University
- Fall 2014 *Marketing Research*, Simon Fraser University
- Spring 2014 *Managerial Economics*, Simon Fraser University
- Fall 2013 *Marketing Research*, Simon Fraser University
- Fall 2013 *Managerial Economics*, Simon Fraser University
- Spring 2013 *Marketing Research*, Simon Fraser University
- Spring 2013 *Managerial Economics*, Simon Fraser University
- Fall 2012 *Managerial Economics*, Simon Fraser University
- Fall 2011 *Pricing*, University of British Columbia
- Fall 2011 *Marketing Research*, University of British Columbia
- Spring 2010 *Introduction to Marketing*, University of British Columbia
- Spring 2009 *Introduction to Marketing*, University of British Columbia
- Spring 2008 *Introduction to Marketing*, University of British Columbia
- Spring 2008 *Advanced Marketing Models Seminar*, University of British Columbia
- Fall 2006 *Introduction to Marketing*, University of British Columbia
- Spring 2006 *Introduction to Marketing*, University of British Columbia
- Spring 2005 *Advanced Marketing Models Seminar*, University of British Columbia
- Spring 2005 *Introduction to Marketing*, University of British Columbia
- Fall 2002 *Fundamentals of Marketing*, University of Southern California

ACADEMIC SERVICE

- Ad hoc reviewer – Marketing Science, Management Science, Marketing Letters, International Journal of Research in Marketing, Canadian Journal of Administrative Sciences
- Ph.D program coordinator (June 2005 – June 2008), Marketing Division, University of British Columbia
- Seminar Series coordinator, Marketing Division, University of British Columbia
- Tenure and Promotion Committee, Simon Fraser University (September 2013 –June 2014)
- Undergraduate Curriculum Committee (September 2014 –June 2015)
- Planning and Priorities Committee (September 2015 –)
- Area Coordinator, Marketing (September 2015 –)

PH.D STUDENTS

- Co-chair (with Charles B. Weinberg) - Xiaohua Zeng

PROFESSIONAL AFFILIATIONS

- INFORMS

REFEREES

Professor S. Siddarth
Associate Professor of Marketing
Marshall School of Business
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