

Mayukh Mukhopadhyay

Data Consultant & Executive PhD Candidate (Dissertation Submitted) — Marketing
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Profile Summary

Experienced Consultant in the Telecom domain with 16+ years of data transformation leadership at TCS and BT, combined with academic expertise as an Executive PhD Candidate at IIM Indore. My primary research investigates how complex emotions like nostalgia drive brand engagement, supplemented by secondary work in GenAI and teaching cases. I offer a proven corporate-academic bridge, bringing transferable skills from evaluating 250+ project proposals for government innovation cells. Furthermore, through active academic volunteering, I spearhead the international AOM SIMBytes project and parallelly run a 500+ episode weekly AI-Assisted podcast, demonstrating a strong readiness to scale external knowledge exchange.

Key Skills

- **Strategic Research & Methodology:** Extensive track record in advanced business research, utilizing methods like Fuzzy Cognitive Mapping and literature syntheses; published in top-tier outlets (*Journal of Marketing Communications*, Taylor & Francis).
- **Transformational & Academic Leadership:** Over 15 years of experience leading complex, fast-moving cross-functional transformations; directly transferable to steering school-wide strategic initiatives and REF objectives.
- **Project & Resource Governance:** Proven capability in overseeing substantial enterprise resources, cross-functional stakeholder alignments, and rigorous proposal evaluations (assessed 60+ ACM India Activity-Based Funding Proposals and 250+ Innovation Cell initiatives).
- **Mentorship & Peer Evaluation:** Demonstrated commitment to academic development as an Academy of Management (AOM) AMR Bridge Reviewer Graduate, global reviewer (180+ Web-of-Science peer reviews), and SIM curriculum committee member.
- **Digital Innovation & Taught Curriculum Design:** Published author of international reference text (Packt UK) with deep expertise in digital ecosystems, B2B commerce, and emerging technologies (GenAI, LLMs, and blockchain frameworks).
- **Novel Research Dissemination:** Advanced skills in digital science communication, translating complex qualitative/quantitative insights for global audiences via executive podcasts, media interfaces, and international conference tracks.

UK Visa Status & Availability

- **Visa Status:** Holder of an active **UK Multiple-Entry Visitor Visa** (valid until **February 2027**), facilitating swift, unhindered travel for employment finalized arrangements.
- **In-Person Availability:** Visiting UK to present my research paper at University of Oxford SBS and available for **In-Person Interviews** and **Teaching Demonstrations** from **31st August 2026 to 3rd September 2026**.

Education

Indian Institute of Management, Indore (IIM Indore) Executive PhD Candidate in Marketing (Dissertation Submitted) <i>Supervisor:</i> Professor Ashish Sadh <i>Dissertation Title:</i> Three Essays on Nostalgia: Understanding its Architecture for Brand Engagement <i>Key Milestones:</i> First Essay Published in <i>Journal of Marketing Communications</i>	2022 – Present
Indian Institute of Technology, Kharagpur (IIT Kharagpur) — VGSOM Master of Business Administration (MBA) <i>Supervisor:</i> Professor Sangeeta Sahney — <i>Thesis DOI:</i> 10.48550/arXiv.2201.02857	2018 – 2021
Jadavpur University Master of Engineering (M.Engg), Software Engineering <i>Supervisor:</i> Professor Parama Bhowmick — <i>Thesis DOI:</i> 10.1101/053074	2014 – 2016

Research & Teaching Interests

- **Research Interests:** Nostalgia Marketing, Consumer Narrative & Influence, AI/ML in Marketing, Soft Power & Digital Diplomacy, B2B Subscription Ecosystems.
- **Teaching Competencies:** Digital Transformation Strategy, Marketing Management, Marketing Analytics, Information Systems & Governance, Corporate Tech Compliance & GDPR, Blockchain & Emerging Tech Business Models.

Publications & Research Output

Refereed Journal Articles & Review Essays

- **Mukhopadhyay, M.** (2026). Nostalgia marketing: a systematic literature review and future directions. *Journal of Marketing Communications*, 32(1). [ABDC B]
- **Mukhopadhyay, M.** (2026). Review of *The Hashtag Hustle* by Annabell et al. *Oxford University Commonwealth Law Journal*. [ABDC A*]
- **Mukhopadhyay, M.** (2026). Review of *Bayesian Entrepreneurship* by Agrawal et al. *Journal of Small Business & Entrepreneurship*. [ABDC B]
- **Mukhopadhyay, M.** (2025). Examining Drivers of B2B Subscription Commerce in Digital Ecosystem Using Fuzzy Cognitive Mapping. *Journal of Contemporary Business Research*, 1(1). [IIM Indore Flagship Journal under Sage Publications]
- **Mukhopadhyay, M.** (2025). Review of *Hydrodynamics of Markets* by Alexander Lipton. *Quantitative Finance*. [ABDC A, ABS 3]
- **Mukhopadhyay, M.** (2025). Review of *Tough Broad* by Caroline Paul. *Leisure Studies*. [ABDC A]
- **Mukhopadhyay, M.** (2025). Review of *Who Owns Football?* by Nick Miller. *Soccer & Society*. [ABDC C]
- **Mukhopadhyay, M.** (2025). Review of *Wildfire* by Ferin D. Anderson et al. *Society & Natural Resources*, 38(6). [Scopus Q1]
- **Mukhopadhyay, M.** (2024). Review of *Mine Your Language* by Abhishek Borah. *Journal of Global Marketing*, 37(4). [ABDC B]
- **Mukhopadhyay, M.** (2023). A Concept Note on Symbolic Convergence Theory. *IUP Journal of Soft Skills*, 17(3)

Refereed Teaching Cases & Books

- **Mukhopadhyay, M.** (2025). Golden brush and evolving canvas — Navigating the digital art and Non-fungible tokens. *Journal of Information Technology Teaching Cases*, 15(1). [ABS 1]
- **Mukhopadhyay, M.** (2025). Be my AI — micro-volunteering in the time of ChatGPT. *Journal of Information Technology Teaching Cases*, 15(1). [ABS 1]
- **Mukhopadhyay, M.** (2018). *Ethereum Smart Contract Development*. Packt Publishing UK. [20K+ GBP in World-wide Sales]
- Kaushik, G., & **Mukhopadhyay, M.** (2021). *Five Shades of Emerging Business Cases*. Eliva Press EU.

Work-in-Progress

- **Mukhopadhyay, M.** (2026). Article Related to Organizational Nostalgia. Under Review at *Organization Studies*. [ABS 4]

Refereed Conference & Poster

- **Jul 2026:** “Beyond Bandura: Enhancing Organizational Cloud Competency Using Connectivism” — *Academy of Management (AOM) Annual Meeting, On-Demand*
- **Apr 2026:** “Scrolling Through Shock: Proximity Panic in Emerging Market Polycrisis” — *CIEMC 2.0 · Friendship University of Russia & IIM Bodhgaya*
- **Mar 2026:** “To Kill a Mocking Fad: A Framework for Evaluating Analogies in Marketing Discourse” — *ICM-2026, IIM Bodhgaya*
- **Feb 2026:** “Nostalgia Washing as a Fact Making Strategy” — *MUF-2026, IIM Calcutta*

- **Feb 2026:** “Podcast or Perish: Long Form Conversations as the New Red Carpet” — *ICIC-2026, IIM Ranchi*
- **Feb 2026:** “striver’s takeUforward: Scaling a Bootstrapped Coding Platform” — *2nd Case & Research Conference, IIM Nagpur & Ivey Publishing*
- **Oct 2025:** “Sonic Soft Power: China’s Podcast Diplomacy” — *18th AICCS, Ministry of External Affairs [Winner — Mira Sinha Bhattacharjea Award]*
- **Jul 2025:** “Typology of Threat Culture in the Metaverse” — *Academy of Management (AOM) Annual Meeting, Copenhagen [AOM Travel Award for Poster Presentation]*
- **Jun 2025:** “Nostalgia-Driven Innovation: SLR, Conceptual Model & Future Direction” — *FMOS 2025, Switzerland*
- **May 2025:** “Sonic Branding: Podcast Marketing as a Startup Growth Catalyst” — *VIPANAN-2025, IIM Visakhapatnam*
- **Jan 2025:** “Large Language Models and Marketing Managers — A Reversal of Decision Calculus” — *iMarC IV, IIM Shillong & Sunway University*
- **Jan 2025:** “The Uncanny Positivity of AI Hallucination” — *IMPeC-2025, IIM Sambalpur*
- **Jun 2024:** “Shape My Choice: How Iconicity and Nostalgia Marketing Influence Brand Preference” — *INFORMS Marketing Science Conference 2024* (Co-authored, presented by Advisor)
- **Dec 2023:** “From Click to Quick — Examining the Drivers of Quick Commerce” — *ICM 2023 · Syracuse University & IIM Kashipur*
- **Jun 2023:** “Examining Drivers of B2B Subscription Commerce” — *CERE 2023, IIM Indore [Best Paper Award — Top 3]*

Honors, Awards & Academic Service

- **Curriculum Committee Member:** Spearheading Content Design and release of AOM SIMBytes for Academy of Management (AOM) SIM Division (2026) with first episode featuring Dr Ed Freeman.
- **AIP Anchor Award (TCS, 2026):** Recognized for pedagogical initiatives, training 245+ industry associates on industrial metaverse.
- **Peer Reviewer recognition:** Completed 185+ Web-of-Science verified reviews.
- **Graduate, AMR Bridge Reviewer Program (2025):** Awarded at the AOM Annual Meeting, Copenhagen.
- **Innovation Assessor:** Formally appreciated by TCS and Smart India Hackathon (Ministry of Education) for evaluating 250+ technical and educational blockchain innovations (2024–2025).

Corporate & Industry Experience (16 Years)

Tata Consultancy Services (TCS)

2010 – Present

Assistant Consultant — Communication, Media & Information Unit

- Serve as a Lead Design Practitioner configuring end-to-end global big-data pipelines focused on enterprise billing architecture, risk mitigation, and zero-leakage financial controls.
- Orchestrate complex digital transformation and data migration programs across major legacy databases to highly secure, scalable cloud ecosystems.
- Ensure deep data privacy architecture design fully compliant with strict international frameworks including GDPR and regional telecom mandates.

BT Group plc (British Telecom)

2010 – Present

Design Practitioner (Sub-Contract via TCS) — BT Business

- Advised and executed architecture migrations for highly critical financial pipeline transitions during monumental enterprise changes including Brexit, GDPR, All-IP upgrades, On-Prem to Cloud Migration Project, and BT Divestment Program.
- Safeguarded business continuity and ironclad regulatory compliance operations for one of Europe’s largest telecom provider structures.

Academic References

- **Professor Ashish Sadh** – Dissertation Advisor, Department of Marketing, IIM Indore. Email: ashish@iimidr.ac.in
- **Professor Sangeeta Sahney** – MBA Thesis Supervisor, IIT Kharagpur. Email: sahney@vgsom.iitkgp.ac.in
- **Professor Jennifer Griffin** – AOM SIM Curriculum Head, Loyola University Chicago. Email: jgriffins@luc.edu