

# Mayukh Mukhopadhyay

Executive Doctoral Candidate

Department of Marketing  
Indian Institute of Management Indore  
☎ (+91) 8981792411  
✉ ef22mayukhm@iimidr.ac.in  
🌐 Personal Webpage

🎓 GScholar    🔗 LinkedIn    🎧 Podcast



## Profile Summary

I am a full-time Data Consultant in the telecom domain, having spent over 15 years crafting business continuity solutions within intricate digital transformation initiatives. My academic journey includes an M.Engg from Jadavpur University and an MBA from IIT Kharagpur. Currently, I am pursuing an Executive Ph.D. at IIM Indore. I authored the book **Ethereum Smart Contract Development** published by Packt UK. My active involvement extends to being an **Enterprise Design Thinking Practitioner**, having certifications as a **Professional Scrum Master**, and being a **Cloud Solutions Architect**. I like to spend my leisure time creating episodes for my **podcast channel** and **peer-reviewing** research articles for international conferences and journals.

## Educational Qualification

- 2022-20YY : **Executive PhD Candidate, Marketing**, *Indian Institute of Management*, Indore.  
Supervised by Professor Ashish Sadh. Work accepted at [INFORMS Marketing Science Conference 2024](#).
- 2018–2021 : **Master of Business Administration, VGSOM**, *Indian Institute of Technology*, Kharagpur,  
Supervised by Professor Sangeeta Sahney. Thesis DOI [10.48550/arXiv.2201.02857](#).
- 2014–2016 : **Master of Engineering, Software Engineering**, *Department of Information Technology*, Ja-  
davpur University, Supervised by Professor Parama Bhowmick. Thesis DOI [doi.org/10.1101/053074](#).
- 2005–2009 : **Bachelor of Technology, Electronics & Communication**, *West Bengal University of Technol-  
ogy*, Supervised by Professor Ardhendu Shekhar Biswas. Thesis DOI [10.48550/arXiv.1311.0842](#).

## Publications, Workshops, and Work-In-Progress

### Refereed Journal Articles and Teaching Cases

- 2024 **Mayukh Mukhopadhyay**. Nostalgia marketing - a systematic literature review and future directions. *Journal of Marketing Communications*. Taylor & Francis (**ABDC B, Scopus**), 2024.
- 2023 **Mayukh Mukhopadhyay**. Golden brush and evolving canvas - Navigating the digital art and Non-fungible tokens. *Journal of Information Technology Teaching Cases*. Sage UK (**ABS 1, Scopus Q2**), 2023.
- 2023 **Mayukh Mukhopadhyay**. Be my AI - micro-volunteering in the time of ChatGPT. *Journal of Information Technology Teaching Cases*. Sage UK (**ABS 1, Scopus Q2**), 2023.

### Refereed Book Review Essays

- 2026 **Mayukh Mukhopadhyay**, Book Review of The hashtag hustle by Annabell et al., In *Oxford University Commonwealth Law Journal*, Taylor & Francis (**ABDC A\*, Scopus**), 2026.
- 2025 **Mayukh Mukhopadhyay**, Book Review of Hydrodynamics of Markets by Alexander Lipton, In *Quantitative Finance*, Taylor & Francis (**ABDC A, Scopus, WoS**), 2025.
- 2025 **Mayukh Mukhopadhyay**, Book Review of Tough Broad by Caroline Paul, In *Leisure Studies*, Taylor & Francis (**ABDC A, Scopus, WoS**), 2025.
- 2025 **Mayukh Mukhopadhyay**, Book Review of Who owns football? by Nick Miller, In *Soccer & Society*, Taylor & Francis (**ABDC C, Scopus, WoS**), 2025.

2024 **Mayukh Mukhopadhyay**, Book Review of Mine your Language by Abhishek Borah, In *Journal of Global Marketing (Vol 37, Issue 4)*, Taylor & Francis (**ABDC B, Scopus, WoS**), 2024.

#### Refereed Conference Presentations

- Feb-2026 **Mayukh Mukhopadhyay**, Nostalgia Washing as a Fact Making Strategy, *MUF-2026, IIM Calcutta*.
- Feb-2026 **Mayukh Mukhopadhyay**, striver's takeUforward: Scaling a Bootstrapped Coding Platform, *2nd Case & Research Conference, IIM Nagpur and Ivey Publishing*.
- Oct-2025 **Mayukh Mukhopadhyay**, Sonic Soft Power: China's Podcast Diplomacy, *18th AICCS, Organized by ICS Delhi and Ministry of External Affairs (Winner of Mira Sinha Bhattacharjea Award)*.
- Jul-2025 **Mayukh Mukhopadhyay**, Typology of Threat Culture in the Metaverse, *Academy of Management 2025 Annual Meeting*.
- May-2025 **Mayukh Mukhopadhyay**, Sonic Branding: Podcast Marketing as a Startup Growth Catalyst in Emerging Markets, *International Marketing Conference (VIPANAN-2025), IIM Visakhapatnam*.
- Jan-2025 **Mayukh Mukhopadhyay**, Large Language Models and Marketing Managers - A Reversal of Decision Calculus, *iMarC IV, Track "AI/ML in Marketing", IIM Shillong and Sunway University*.
- Jan-2025 **Mayukh Mukhopadhyay**, The Uncanny Positivity of AI Hallucination, *IMPc-2025, Track "Marketing Practice and Research", IIM Sambalpur*.
- Dec-2024 **Mayukh Mukhopadhyay**, BarberShop: Podcast Marketing for Bombay Shaving Company, *IIM Nagpur Ivey Case Conference 2024*.
- Jun-2024 **Ashish Sath (presenter), Mayukh Mukhopadhyay**, Shape My Choice: How Iconicity and Nostalgia Marketing Influence Brand Preference, *INFORMS Marketing Science Conference 2024*.
- Jan-2024 **Mayukh Mukhopadhyay**, Crouching Leopard, Hidden Unicorn: Funding the Indian Health-Tech Sector, *9th PAN IIM World Management Conference 2023*.
- Dec-2023 **Mayukh Mukhopadhyay**, From Click to Quick - Examining the drivers of Quick Commerce on Online Consumer Behavior Using Fuzzy Cognitive Mapping, *International Conference on Marketing Innovation 2023, Jointly hosted by Syracuse University & IIM Kashipur*.
- Dec-2023 **Mayukh Mukhopadhyay**, Going Beyond Bandura - Enhancing Employee's Cloud Competency using Connectivism, *16th ISDSI-Global Conference 2023, hosted by IIM Ranchi*.
- Jun-2023 **Mayukh Mukhopadhyay**, Examining Drivers of B2B Subscription Commerce in Digital Ecosystem using Fuzzy Cognitive Mapping, *CERE 2023, hosted by IIM Indore*.
- Apr-2023 **Mayukh Mukhopadhyay**, Unlocking Chat Engine Adoption: A Push-Pull-Mooring Framework, *ICM 2023, Jointly hosted by University of Gothenburg & IIM Bodhgaya*.

#### Refereed Book

2018 **Mayukh Mukhopadhyay**, Ethereum Smart Contract Development, *Packt Publishing UK, Used as Reference Textbook By City University of Hong Kong for CS4389*.

#### Workshop Attended

- 2025 **Virtual Summer School in Entrepreneurship Research**, Organized by Prof Vishal K Gupta, *With Offsite session at AOM2025 Copenhagen*.
- 2025 **McKinsey Forward Program**, Organized by McKinsey Partners, *On Structured Problem Solving for mid-career consultants*.

#### Work-in-Progress

2026 **Paper on the topic of Bricolage and Organizational Nostalgia**, Under Review, *Organization Studies (FT-50)*.

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## Present Employment & Overall Experience

Design Practitioner (Sub-Contract), BT Group plc (former British Telecom)

2010 – 20XX **BT Enterprise Division.**

Designed complex end-to-end data architecture for Revenue Assurance, EU-GDPR Compliance, and Google-Cloud Transformation Projects.

Assistant Consultant, Tata Consultancy Services (Full-Time)

2010 – 20XX **Communication, media and information Unit.**

Developed customized reports for CXOs that used topic modeling (LDA) on customer review content to highlight pain-points.

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## Academic Achievements & Recognitions

2026 Recognized as Curriculum Committee Member for **Academy of Management SIM Division.**

2025 Winner of Mira Sinha Bhattacharjea Award at the **18th All India Conference of China Studies.**

2025 Senior Recognition Award from **Association for Computing Machinery.**

2025 Travel Award from **Academy of Management Conflict Management Division** to present my research poster on the dark side of Metaverse at AOM2025 Copenhagen.

2025 Recognized as **AMR Bridge Reviewer Graduate** at AOM2025 Copenhagen by Editor-in-Chief Kris Byron.

2025 Appreciation from **Innovation Cell** for assessing 250+ Blockchain and Smart Education projects for the Narcotics Control Bureau and Govt. Of Odisha during Smart India Hackathon 2024 and 2025

2024 Outstanding Reviewer Appreciation from **Academy of International Business** for AIB 2024 Seoul.

2024 Conducted **Interviews on Behavioral Cybersecurity** for MIS-Quarterly as part of **MISQ-Insider.**

2024 **160+ Web-of-Science Verified Peer-Reviews** with 2 Excellent Reviewer Rating.

2023 Served as Reviewer for the AOM Annual Conference since 2024 and **Journal of Consumer Behavior.**

2023 **Best Paper Award (Top-3)** among **139 Presentations at CERE 2023, IIM Indore.**