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RESEARCH AND TEACHING INTERESTS

My primary research and teaching interests lie with quantitative modeling and empirical analyses of business strategy as well as public policy issues related to the provision of both "private" and "public" goods to consumers. The substantive areas of my current research include retail market dynamics, consumer and firm behaviors under information uncertainty, impact of the internet on such behaviors, new product diffusion process, sustainable development and the environment, and urban poverty issues. My research works have been presented and published in various international conferences and leading journals in the areas of economic development and business management like the *World Development*, *Urban Studies*, *Journal of Public Policy & Marketing*, *Journal of Business Ethics*, *Journal of Retailing*, *Strategic Management Journal*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, and *Management Science*. They continue to be widely cited in leading international journals by other scholars from a wide spectrum of academic areas like economics and public policy, marketing, management science, computer information system, law, and public health. They have been also cited in various international, national and local media outlets like *The Wall Street Journal*, *AP News*, *U.S. News & World Report*, *ABC News*, *Businessweek*, *Forbes*, *Huffington Post*, *The Conversation*, *The Atlantic*, *Encyclopedia Britannica*, and *Buffalo News*.

EDUCATION

- **Ph.D. (Business Administration)** **University of Rochester**
Concentrations: Marketing and Applied Economics
Thesis Title: "Consumer Behaviors under Information Uncertainty: Theoretical and Empirical Analyses"
- **M.S. (International Development & Regional Planning)*** **Massachusetts Institute of Technology**
Concentrations: Economic Development & Environmental Policies
* Based on courses taken at both MIT and Harvard University
- **M.S. (Operations Research)** **University of Rochester**
- **B.S. (Mechanical Engineering)** **Jadavpur University (India)**

ACADEMIC POSITIONS

- **School of Management, State University of New York at Buffalo**
Professor (2010 – Present)
Associate Professor (2005 – 2010)
Professor (1998 – 2005)

NON-ACADEMIC POSITIONS

- **Development Economics Research Group** **Economist**
The World Bank (Washington D.C.) (1996 - 1998)
- **Tribeni Tissues Division, ITC Ltd, India** **Junior Marketing Executive**
(Indian subsidiary of B.A.T. Industries p.l.c., UK) (1985 - 1989)

SELECTED AWARDS & HONORS

- "Sustained Research Achievement Award," Exceptional Scholars Program, Office of the President, University at Buffalo (2012).
- Co-Winner of the *2012 Davidson Award* by the *Journal of Retailing* for the best research article (2012).
- "Faculty in Leadership Fellowship", University at Buffalo (2011-12).
- "Civic Engagement Research Fellowship", University at Buffalo (2010-11).
- Inaugural "Dean's Faculty Research Fellowship Award", School of Management, University at Buffalo (2009).
- "Individual Professional Development Grant", University at Buffalo (each year between 2005-2013).
- "Summer Research Grant", School of Management, University at Buffalo (each year since 2001).
- "Supplementary Small Research Grant", School of Management, University at Buffalo (2003; 2004; 2007; each year between 2009-15).
- Nominated for "Graduate Teaching Award", Graduate Student Management Association, School of Management, University at Buffalo (2003).
- "Young Investigator Achievement Award," Exceptional Scholars Program, Office of the President, University at Buffalo (2002).
- "Outstanding Graduate Thesis" Award, Planning School, Massachusetts Institute of Technology, USA (1997).
- "Graduate Fellowship", Planning School, Massachusetts Institute of Technology, USA (1995-1997).
- "Graduate Fellowship", Simon School of Business, University of Rochester, USA (1989-94).
- "Overseas Higher Studies Scholarship", Tribeni Tissues Division, ITC Ltd., India (1989-92).
- "University Merit Fellowship", Jadavpur University, India (1982-84)—graduated *First Class Honors* (equivalent of "*Summa Cum Laude*"), ranked 3rd out of 126 students in the *Mechanical Engineering* undergraduate program.
- "National Merit Scholarship", Government of India (1978) – placed 56th out of 100,000+ students at state level examination.

PROFESSIONAL MEMBERSHIPS

- Institute for Operations Research and Management Sciences (INFORMS)
- Beta Gamma Sigma (International Honor Society for Business School Graduates)

SELECTED PROFESSIONAL ACTIVITIES

A. Reviewer Activities

- For Academic Journals:
 - Associate Editor, *Journal of Retailing* (Since 2019)
 - Editorial Review Board Member, *Marketing Science* (Since 01/2016)
 - Ad-hoc reviewer for *World Development*, *Review of Economic Studies*, *Academy of Management Learning & Education*, *Journal of Business Ethics*, *Marketing Science*, *Management Science*, *Journal*

- of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Public Policy & Marketing, Journal for the Academy of Marketing Science, Journal of Retailing, International Journal of Research in Marketing, Marketing Letters, Review of Marketing Science, Journal of Interactive Marketing, Journal of Marketing Management, Small Business Economics Journal, Applied Economic Perspectives and Policy, Journal of Electronic Markets, Journal of Business-to-Business Marketing, Review of Industrial Organization, Journal of Retailing and Consumer Services, Journal of Consumer Affairs, Social Science Quarterly, Environmental and Resource Economics.*
- For Institutions (Research Grant Proposals; selected P&T cases) and Conferences (Paper Submissions): *National Science Foundation (USA); Israel Science Foundation; Social Sciences and Humanities Research Council of Canada; The World Bank; CUNY Baruch College; American Marketing Association's Annual Conferences; Erasmus University, Monash University, Indian Institute of Management-Calcutta.*

B. Consulting and Adjunct Faculty Activities

- Research Consultant (ad-hoc) to the World Bank, Washington, D.C. (Since 2000)
- One of the primary investigators at the UB Marketing Department's *Center for Relationship Marketing (CRM)*, focused on scanner data analyses based insights in the grocery supermarket industry (Since 2001)
- Adjunct Faculty Member, Marketing Department, Calcutta Business School, India (2008-2019)
- Adjunct Faculty Member, Statistics Department, Texas A&M University (2009-10)
- Senior Research Associate, *Infrastructure & Poverty Action Laboratory*, Columbia University (2005-09)
- Adjunct Faculty Member, Marketing Department, University of Maryland, (Spring, 1998)

RESEARCH SUPERVISIONS

A. Doctoral Student Guidance Activities

1. Chair of Doctoral Dissertation Committees

- *Dinesh Gauri*, Marketing Dept., University at Buffalo (2007) – Placed at *Syracuse University*.
- *Amresh Kumar*, Marketing Dept., University at Buffalo (2007) – Placed at *Susquehanna University*.
- *Vijay Hariharan*, Marketing Dept., University at Buffalo (2010) – Placed at *Erasmus University*.
- *Satheesh Seenivasan*, Marketing Dept., University at Buffalo (2011) – Placed at *Monash University*.

2. Member of Doctoral Dissertation Committees

- *Aykut Kahraman*, Industrial Engineering Dept., University at Buffalo (2006).
- *Satyaki Ghosh Dastidar*, Industrial Engineering Dept., University at Buffalo (2007).
- *Brian Hartman*, Statistics Dept., Texas A&M University (2010).
- *Amruth Sivalenka*, Industrial Engineering Dept., University at Buffalo (2010).
- *Esther Kang*, Marketing Dept., University at Buffalo (2015).
- *Jungim Mun*, Marketing Dept., University at Buffalo (2015).
- *Jessica Dorismond*, Industrial Engineering Dept., University at Buffalo (2018).
- *Payal Trivedi*, Marketing Dept., Mudra Institute of Communications, Ahmedabad, India (2019).

3. External Reader to Doctoral Dissertation Committees

- *Jay Neelakantan*, Industrial Engineering Dept., University at Buffalo (2005).
- *Andrew Olewnik*, Mechanical & Aerospace Engineering Dept., University at Buffalo (2005).
- *Botao Yang*, Marketing Dept., Rotman School of Mgmt., University of Toronto (2009).
- *Aziz Michel Naim*, Mechanical & Aerospace Engineering Dept., University at Buffalo (2017).

4. Chair/Member of "PhD Second Year Research Paper" Committees

- *Dinesh Gauri*, Marketing Dept., University at Buffalo (Chair, 2004).
- *Amresh Kumar*, Marketing Dept., University at Buffalo (Member, 2004).
- *Vijay Hariharan*, Marketing Dept., University at Buffalo (Chair, 2008).
- *Satheesh Seenivasan*, Marketing Dept., University at Buffalo (Chair, 2009).

5. Awards/Recognitions

Following awards were received by three of my PhD students at national competitions for their dissertation proposals under my primary supervision:

- **2005 Levy and Weitz Doctoral Dissertation Proposal Competition**, sponsored by the **Miller Center for Retailing Education and Research at the University of Florida**: PhD student recipient – *Dinesh Gauri*. Our proposal was selected to receive an “**honorable mention award**” (There is one main award and two honorable mentions).
- **2006 Doctoral Dissertation Proposal Competition in Pricing**, sponsored by the **Fordham University Pricing Center**: PhD student recipient – *Dinesh Gauri*. Our proposal was selected to receive the **top award**.
- **2009 Doctoral Dissertation Proposal Competition in New Product Issues**, sponsored by the **Product Development and Management Association (PDMA)**, USA: PhD student recipient – *Vijay Hariharan*; our proposal was selected to receive the **top award**.
- **2010 Clayton Doctoral Dissertation Proposal Competition in Marketing Science**, sponsored by the **Marketing Science Institute (MSI)**, USA: PhD student recipient – *Satheeshkumar Seenivasan* ; our proposal was selected to receive the **runners-up award**.

B. Graduate & Undergraduate Student & Visiting Scholar Guidance Activities

- Faculty Adviser for Masters Thesis: (1) *Andrew Olewnik*, Mechanical & Aerospace Engineering Dept., University at Buffalo (2002); (2) *Tung-King See*, Mechanical & Aerospace Engineering Dept., University at Buffalo (2003).
- Faculty Adviser for Undergraduate Honors Thesis: (1) *Samir Topiwala*, Management, University at Buffalo (2004); (2) *Bao Nguyen Le*, Management, University at Buffalo (2005); (3) *Jeremy Campbell*, Management, University at Buffalo (2006).
- Faculty Mentor for Undergraduate Student Research Projects: Guided several undergraduate students who won university wide recognition awards at the “Celebration of Academic Excellence”, University at Buffalo – (1) *Jeremy Campbell* (2006); (2) *Nam Le* (2007, 2008); (3) *Xiang Gao* (2009); (4) *Fang Xun Ong* (2010); (5) *Jinsoo Yeo* (2011).
- Faculty Advisor for Visiting Faculty & Student Scholars to UB-SOM: (1) *Igor Gorlatov* (faculty from Belarus) under Fulbright Scholarship Program, April-June, 2011; (2) *Xingnian Huang* (faculty from China) under Chinese Government Scholarship Program, 2012-13; (3) *Chen Guoping* (faculty from China) under Chinese Government Scholarship Program, 2013-14; (4) *Zhe Li* (PhD student from China) under Chinese Government Scholarship Program, 2016-18; (5) *Payal Trivedi* (PhD student from India) under Foreign Immersion Program, Mudra Institute of Communications, Ahmedabad, 2018.

ACADEMIC RESEARCH PUBLICATIONS

A. Articles in Refereed Journals

- 45] Talukdar D, S. Seenivasan S, A.J. Cameron and G. Sacks(2020), “ **The association between national income and adult obesity prevalence: Empirical insights into temporal patterns and moderators of the association using 40 years of data across 147 countries,**” *PLOS ONE*, Vol. 15(5): e0232236, 17 p.
- 44] Talukdar, D. (2018), “**Cost of being a slum dweller in Nairobi: Living under dismal conditions but still paying a housing rent premium,**” *World Development*, Vol.109, 42-56.
- 43] Gulyani, S., D Talukdar and E. M. Bassett (2018), “**A sharing economy? Unpacking demand and living conditions in the urban housing market in Kenya,**” *World Development*, Vol.109, 57-72.
- 42] Hariharan, V. G., K. K. Desai, D. Talukdar and J. J. Inman (2018), “**Shopper marketing moderators of the brand equity–behavioral loyalty relationship,**” *Journal of Business Research*, Vol. 85, 91-104.
- 41] Gauri, D., B. Ratchford, J. Pancras and D. Talukdar (2017) “**An Empirical Analysis of the Impact of Promotional Discounts on Store Performance,**” *Journal of Retailing*, Vol. 93 (3), 283-303.

- 40] Iriyama, A., R. Kishore and D. Talukdar (2016) “**Playing dirty or building capability? Corruption and HR training as competitive actions to threats from informal and foreign firm rivals,**” *Strategic Management Journal*, Vol. 37(10), 2152-2173.
- 39] Seenivasan, S. and D. Talukdar (2016) “**Competitive Effects of Wal-Mart Supercenter Entry: Moderating Roles of Category and Brand Characteristics,**” *Journal of Retailing*, Vol. 92(2), 218-225.
- 38] Seenivasan, S., K. Sudhir and D. Talukdar (2016), “**Do Store Brands Aid Store Loyalty?,**” *Management Science*, Vol. 62(1), 802-816..
- 37] Gauri, D. K.; T. R. Harmon-Kizer and D. Talukdar (2016), “**Antecedents and Outcomes of Market Mavenism: Insights Based on Survey and Purchase Data,**” *Journal of Business Research*, Vol. 69(3), 1053-1060.
- 36] Hariharan, V. G., D. Talukdar and C. Kwon (2015), “**Optimal Targeting of Advertisement for New Products with Multiple Consumer Segments,**” *International Journal of Research in Marketing*, Vol. 32(3), 263-271.
- 35] Sudhir, K. and D. Talukdar (2015), “**The ‘Peter Pan Syndrome’ in Emerging Markets: The Productivity-Transparency Tradeoff in IT Adoption,**” *Marketing Science*, Vol. 34(4), 500-521.
- 34] Hariharan, V. G., R. Bezawada and D. Talukdar (2015), “**Aggregate Impacts of Different Types of Brand Development Strategies,**” *Management Science*. Vol. 61(5), 1164-182.
- 33] Talukdar, D. (2015), “**Research Productivity Patterns in the Organizational Behavior and Human Resource Management Literature,**” *International Journal of Human Resource Management*, Vol. 26(4), 467-484.
- 32] Gulyani, S., E. Bassett and D. Talukdar (2014), “**A Tale of Two Cities: A Multi-Dimensional Portrait of Poverty and Living Conditions in the Slums of Nairobi and Dakar,**” *Habitat International*, Vol. 43(July), 98-107.
- 31] Blocker, C. P., Ruth, J. A., Sridharan. S., Beckwith, C., Ekici, A., Goudie-Hutton, M., Rosa, J. A., Saatcioglu, B., Talukdar, D., Trujillo, C., and R. Varman (2013), “**Understanding Poverty and Promoting Poverty Alleviation through Transformative Consumer Research,**” *Journal of Business Research* , Vol. 66(8), 1195-1202.
- 30] Pancras, J., D. Gauri and D. Talukdar (2013), “**Loss Leaders and Cross-Category Retailer Pass-Throughs: A Bayesian Multilevel Analysis**”, *Journal of Retailing*, Vol. 89(2), 140-157.
- 29] Talukdar, D. and C. Lindsey (2013), “**To Buy or Not to Buy: Consumers’ Demand Response Patterns for Healthy versus Unhealthy Foods,**” *Journal of Marketing*, Vol. 77(2), 124-138.
- 28] Shultz, C. J., R. Deshpande, T. B. Cornwell, A. Ekici, P. Kothandaraman, M. Peterson, S. Shapiro, D. Talukdar and A. Veeck (2012) “**Marketing and Public Policy: Transformative Research in Developing Markets,**” *Journal of Public Policy & Marketing*, Vol. 31(2), 178-184.
- 27] Hartman, B. M., B. K. Mallick and D. Talukdar (2012), “**Investigating International New Product Diffusion Speed: A Semiparametric Approach,**” *Annals of Applied Statistics*, Vol. 6(2), 625-651.
- 26] Murray, C., A. Gosavi and D. Talukdar (2012), “**The Multi-Product Price-Setting Newsvendor with Resource Capacity Constraints,**” *International Journal of Production Economics*, Vol. 138(1), 148-158.
- 25] Gulyani, S., E. Bassett and D. Talukdar (2012), “**Informal Housing Markets: Living Conditions, Rents, and Their Determinants in the Slums of Nairobi and Dakar,**” *Land Economics*, Vol. 88(2), 251-274.

- 24] Hariharan, V. G., R. Bezawada and D. Talukdar (2012), “**Trial, Repeat Purchase and Spillover Effects of Cobranded Extensions,**” *Journal of Product & Brand Management*, Vol. 21(2), 76-88.
- 23] Blocker, C. P., Ruth, J. A., Sridharan. S., Beckwith, C., Ekici, A., Goudie-Hutton, M., Rosa, J. A., Saatcioglu, B., Talukdar, D., Trujillo, C., and Varman, R. (2011), “**Applying a Transformative Consumer Research Lens to Understanding and Alleviating Poverty,**” *Journal of Research for Consumers*, Vol. 19, Issue 9, article #7(online journal).
- 22] Talukdar, D., V. G. Hariharan and C. Boo (2011), “**Empirical Regularity in Academic Research Productivity Patterns in Marketing,**” *International Journal of Research in Marketing*, 28(3), 248-257.
- 21] Talukdar, D. and D. Gauri (2011), “**Home Internet Access and Usage in the USA: Trends in the Socio-Economic Digital Divide,**” *Communications of the Association for Information Systems*, 28(Feb.), 85-98.
- 20] Talukdar, D. (2011), “**Patterns of Research Productivity in the Business Ethics Literature: Insights from Analyses of Bibliometric Distributions,**” *Journal of Business Ethics*, 98(1), 137-151.
- 19] Gulyani, S. and D. Talukdar (2010), “**Inside Informality: The Links between Poverty, Microenterprises, and Living Conditions in Nairobi’s Slums,**” *World Development*, 38(12), 1710-1726.
- 18] Talukdar, D., D. Gauri and D. Grewal (2010), “**An Empirical Analysis of the Extreme Cherry Picking Behavior of Consumers in the Frequently Purchased Goods Market,**” *Journal of Retailing*, 86(4), 336-354. [Co-Winner of the 2012 Davidson Award by the *Journal of Retailing* for the best research article]
- 17] Murray, C., D. Talukdar and A. Gosavi (2010), “**Joint Optimization of Product Price, Display Orientation and Shelf-Space Allocation in Retail Category Management,**” *Journal of Retailing*, Vol. 86(2), 125-136.
- 16] Gulyani, S. and D. Talukdar (2008), “**Slum Real Estate: The Low-Quality High-Price Puzzle in Nairobi’s Slum Rental Market and Its Implications for Theory and Practice,**” *World Development*, Vol. 36(10), 1916-1937.
- 15] Talukdar, D. (2008) “**Cost of Being Poor: Retail Price and Consumer Price Search Difference across Inner-City and Suburban Neighborhoods,**” *Journal of Consumer Research*, Vol. 35(3), 457-471.
- 14] Gauri, D. K., K. Sudhir and D. Talukdar (2008), “**The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data,**” *Journal of Marketing Research*, Vol. 45(2), 226-240.
- 13] Ratchford, B. T., D. Talukdar and M.S. Lee (2007) “**The Impact of the Internet on Consumers’ Use of Information Services for Automobiles,**” *Journal of Consumer Research*, Vol. 34(1), 111-120.
- 12] Ratchford, B. T., M. S. Lee and D. Talukdar (2006), “**Consumers’ Use of the Internet in Search for Automobiles,**” *Review of Marketing Research*, Vol. 2, 81-108.
- 11] Basuroy, S, K. K. Desai and D. Talukdar (2006), “**An Empirical Investigation of Signaling in the Motion Picture Industry,**” *Journal of Marketing Research*, Vol. 43(2), 287-295.
- 10] Gulyani, S., D. Talukdar and R. M. Kariuki (2005), “**Universal (Non)Service? Water Markets, Household Demand and the Poor in Urban Kenya,**” *Urban Studies*, Vol. 42 (8), 1247-1274.
- 9] Talukdar, D., S. Gulyani and L. F. Salmen (2005), “**Customer-Oriented in the Context of Socio-Economic Development Projects: Insights from the World Bank,**” *Journal of Public Policy and Marketing*, Vol. 24 (1), 100-111.

- 8] Dholakia, U. and D. Talukdar (2004), “**How Social Influence Affects Consumption Trends in Emerging Markets: An Empirical Investigation of the Consumption Convergence Hypothesis.**” *Psychology and Marketing*, Vol. 21 (10), 775-797.
- 7] Sudhir, K. and D. Talukdar (2004) “**Does Store Brand Patronage Improve Store Patronage?**” *Review of Industrial Organization*, Vol. 24 (2), 143-160.
- 6] Desai, K. K. and D. Talukdar (2003), “**Overall Store Price Image: The Interactive Influence of Product Consumption Span, Unit Product Price, and Shopping Basket Size,**” *Psychology and Marketing*, Vol. 20 (10), 903-933.
- 5] Ratchford, B. T., M. S. Lee and D. Talukdar (2003), “**The Impact of the Internet on Information Search for Automobiles,**” *Journal of Marketing Research*, Vol. 40 (2), 193-209. [Also reprinted in the peer-reviewed on-line journal *Review of Marketing Science*, Vol. 1(2)]
- 4] Talukdar, D., K. Sudhir and A. Ainslie (2002), “**Investigating New Product Diffusion across Products and Countries,**” *Marketing Science*, Vol. 21(1), 97-116.
- 3] Ratchford, B. T., D. Talukdar and M.S. Lee (2001), “**A Model of Consumer Choice of the Internet as an Information Source,**” *International Journal of Electronic Commerce*, Vol. 5(3), 7-22. [Lead Article]
- 2] Talukdar, D. and C. Meisner (2001), “**Does Private Sector Hurt or Help the Environment? Cross-Country Evidence from Carbon Dioxide Pollution,**” *World Development*, Vol. 29(5), 827-840.
- 1] Moorthy, S., B. T. Ratchford and D. Talukdar (1997), “**Consumer Information Search Revisited: Theory and Empirical Analysis,**” *Journal of Consumer Research*, Vol. 23 (4), 263-277. [Lead Article]

B. Articles as Refereed Research Reports/Monographs and Book Chapters

- 7] Gulyani, S., A. Rizvi and D. Talukdar (2019), “**Are They Really Being Served?: Assessing Effective Infrastructure Access and Quality in 15 Kenyan Cities,**”– *Policy Research Working Paper*; Report # 8750, World Bank, Washington D.C.
- 6] Gulyani, S., D. Talukdar and D. Jack (2010), “**Poverty, Living Conditions, and Infrastructure Access: A Comparison of Slums in Dakar, Johannesburg, and Nairobi,**”– *Policy Research Working Paper*; Report # WPS 5388, World Bank, Washington D.C.
- 5] Gulyani, S., D. Talukdar and D. Jack (2009), “**A Tale of Three Cities: Understanding Differences in Provision of Modern Services,**”– *Africa Infrastructure Country Diagnostics Discussion Paper Series*, No. 11, Sustainable Development Department, World Bank, Washington D.C.
- 4] Gulyani, S. and D. Talukdar (2009), “**Informal Rental Markets: The Low-Quality, High-Price Puzzle in Nairobi’s Slums,**”– Chapter 8 in the book: *Urban Land Use and Land Markets*, edited by Somik V. Lall et al.; publisher: Springer.
- 3] Gauri, D. K., K. Sudhir and D. Talukdar (2006), “**The “When” and “Where” Dimensions of Cherry Picking,**”– *Marketing Science Institute (MSI) Report*; No. 06-003, 2006.
- 2] Gulyani, S., D. Talukdar and C. Potter (2006), “**Inside Informality: Poverty, Jobs, Housing and Services in Nairobi’s Slums,**” – *Africa Infrastructure Discussion Paper Series*, No. 36347-KE, World Bank, Washington D.C.

economics course taught at Stanford University in fall 2016 that used one of my published papers as part of its course reading list:

http://web.stanford.edu/~leinav/teaching/econ257/reading_list.pdf