

## Dr. Shankhadeep Banerjee

Assistant Professor, Information Systems Area  
Indian Institute of Management Bangalore

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### ACADEMIC BACKGROUND

Degree	Year	Institute
Ph.D.	2015-20	Indian Institute of Management Calcutta
MBA (PGDM)	2010-12*	Indian Institute of Management Calcutta
B. Tech (CSE)	2003-07	National Institute of Technology Durgapur
XII (CBSE)	2003	Birla High School, Kolkata
X (CBSE)	2001	Birla High School, Kolkata

\*Includes one semester in 2011 at the NEOMA Business School, Reims, France

### WORK EXPERIENCE

Organization	Role	Period
Indian Institute of Management Bangalore	Assistant Professor	Aug'20 - Present
Jindal Global Business School, Sonipat	Assistant Professor	Jan'20 - Jul'20
Indian School of Business, Hyderabad	Researcher	Nov'14 - May'15
Microsoft, Hyderabad	Program Manager	May'12 - Oct'14
Amazon, Hyderabad	Operations Analyst (Intern)	Apr'11 - Jun'11
Computer Sciences Corporation (Client: eBay), Chennai	Quality Assurance Engineer	Jul'07 - May'10

### JOURNAL PUBLICATIONS

- Banerjee S., Bhattacharyya S., and Bose I. (2023). The motivation paradox: Understanding contradictory effects of awards on contribution quantity versus quality in virtual community. *Information & Management*, 103855 (ABDC A\*)
- Banerjee, S., and Bose, I. (2022). An attractive proposition? Persuading retail consumers to prefer reward-based crowdfunding for owning upcoming technologies. *Information & Management*, 59(6), 103663 (ABDC A\*)
- Banerjee, S., and Seetharaman, P. (2022). How attractive is a locale to e-tailers? Introducing a regional e-tailing adoption model for non-metropolitan India. *IIMB Management Review*, 34 (2), 116-129 (ABDC B)
- Bhattacharyya S., Banerjee S., Bose I., and Kankanhalli A. (2020). Temporal effects of repeated recognition and lack of recognition on online community contributions. *Journal of Management Information Systems*, 37 (2), 536-562. (FT 50, ABDC A\*)
- Bhattacharyya S., Banerjee S., and Bose I. (2020). One size does not fit all: Rethinking recognition system design for behaviorally heterogeneous online communities. *Information & Management*, 57(7), 103245 (ABDC A\*)
- Banerjee S., Bhattacharyya S., and Bose I. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and its impact on business. *Decision Support Systems*, 96, 17-26. (ABDC A\*) (200+ citations)

### INTERNATIONAL CONFERENCES/WORKSHOPS

- Dwivedi, D., and Banerjee, S. (2023). Effect of website design characteristics on concreteness of online reviews: A construal level perspective. *International Conference on Information Systems (ICIS)*, Hyderabad, India
- Bhattacharyya, S., Banerjee, S., Bose, I., and Rao, R. (2022). Flourishing digitally in adversity: Prosocial impact of using Facebook's safety check during disasters. *Global Scientific Conference on Human Flourishing*, Virtual
- Banerjee, S., Bhattacharyya, S., Bose, I. (2022). Impact of community recognition on the quality of online reviewer contribution. *Pacific Asia Conference on Information Systems (PACIS 2022)*, Taipei/Sydney

4. Banerjee S., and Bose I. (2018). Risky donation for rewarding innovation? Examining transformation of technology consumers into crowdfunding patrons. *Australasian Conference on Information Systems (ACIS)*, Sydney, Australia
5. Banerjee S., and Bose I. (2017). Patronizing technology: An emergent technophilic behavior, *International Conference on Information Systems (ICIS)*, Seoul, South Korea
6. Bhattacharyya S., Banerjee S., and Bose I. (2017). Segmenting an online reviewer community: Empirical detection and comparison of reviewer clusters. *Australasian Conference on Information Systems (ACIS)*, Tasmania, Australia
7. Banerjee S., and Seetharaman P. (2016). Regional disparity in e-tailing adoption: An empirical analysis from districts of India. *ICIS DIGIT Workshop*, Dublin, Ireland
8. Bhattacharyya S., Banerjee S., and Bose I. (2016). Predicting online reviewer popularity: A comparative analysis of machine learning techniques. *ICIS Workshop on e-Business*, Dublin, Ireland

## **DOMESTIC CONFERENCES/WORKSHOPS**

1. Dwivedi, D., and Banerjee, S. (2023). Effect of website design characteristics on concreteness of online reviews: A construal level perspective. *Association for Information Systems (India) Paper Development Workshop*, IIM Visakhapatnam
2. Banerjee S., Bhattacharyya S., and Bose I. (2019). Designing multi-criterion segment-based recognition systems for online communities using data analytics. *Management Doctoral Colloquium*, IIT Kharagpur
3. Banerjee S., and Bose I. (2018). Crowdfunding for technology start-ups: Investigating the interplay among technology, beneficiary and patron. *Pan-IIM World Management Conference*, IIM Bangalore
4. Bhattacharyya S., Banerjee S., and Bose I. (2018). Short- and long-term impact of online community recognition on user contribution outcomes: A quasi-experimental study. *Pan-IIM World Management Conference*, IIM Bangalore
5. Banerjee S., and Bose I. (2018). To purchase or to patronize? An experiment to investigate technology consumers' support for reward-based crowdfunding innovations. *Conference on Digital Economy (CODE)*, Puducherry
6. Bhattacharyya S., Banerjee S., and Bose I. (2018). Disparate temporal impact of extrinsic motivation on quantity and quality of user contribution in virtual communities. *Conference on Excellence in Research and Education (CERE)*, IIM Indore

## **CASES & ARTICLES**

1. Nigam, A., and Banerjee, S. (2023). Case Study - redBus: Art and Science of Product Management. *Harvard Business Publication*
2. Banerjee, S. (2022). Tapping retail consumers to fund start-ups via reward-based crowdfunding. *Indian Retailer*
3. Mani, D., and Banerjee, S. (2015). Smart City Maturity Model (SCMM). *ISB Insight* (received national press coverage: *Economic Times and Financial Express* on May 18, 2015)

## **EDITORIAL WORK**

*Guest Associate Editor (Journal)*: Information Systems Frontiers (Special issue: Bright Information and Communication Technologies in the 21st Century)

*Associate Editor (Conference)*: International Conference on Information Systems (ICIS) 2021, 2022, 2023

*Reviewer (Journal)*: European Journal of Information Systems (EJIS), Information and Management (I&M), Information Systems Frontier (ISF), Psychology & Marketing (P&M), Internet Research (IR), Communications of Association of Information Systems (CAIS), Decision, IIMB Management Review (IIMB-MR), Journal of Banking and Financial Technology (JBFT)

## **RESEARCH INTERESTS**

*Domain*: Human psychology and behavior related to contemporary technologies and platforms having business applications

*Verticals*: Virtual communities, Crowdfunding, Online reviews, E-commerce

*Methodology*: Quantitative (Empirical, Experiments, Analytics & Machine Learning)

## **COURSES OFFERED**

1. Digital Product Management (PGP/EPGP Elective)
2. Digital Business Management (PGP Core)
3. Introduction to Computing (PGP-BA Core)
4. Recent Developments in Information Systems Research (IS PhD Core)
5. Information Systems (EGMP)

## **ACADEMIC ACHIEVEMENTS**

1. Received the 'Excellence in Teaching' Award at IIM Bangalore in 2022 and 2023
2. Won the Best Publication Award 2020 by IIM Calcutta Alumni Association (Mumbai Chapter) (Rs. 100K)
3. Won the Best Paper Award (2nd across all management disciplines) at the 5th Management Doctoral Colloquium 2019, VGSOM, IIT Kharagpur
4. Won the DIGIT Doctoral Student Scholarship 2016 (~ US\$ 1000) at DIGIT Workshop in Dublin
5. Received the Best Theory Development Paper award nomination at International Conference on Information Systems (ICIS) 2017, Seoul, South Korea
6. Received All India Incoming Batch Rank 1 in PGDM selections at IIM Calcutta
7. Received All India Rank 3539 in IIT-JEE

## **SERVICE ACTIVITIES**

1. Chairperson, Centre for Software and IT Management (CSITM), IIM Bangalore (2021- Present)
2. Member, IT Facilitation & Administration Committee, IIM Bangalore (2021- Present)
3. Member, Post Graduate Programme in Public Policy & Management, IIM Bangalore (2023- Present)
4. Workshop Chair, INAIS Information Systems Curriculum & Pedagogy Practicum, IIM Bangalore (2022)
5. Program Chair, ISPMA Software Product Management Summit, IIM Bangalore (2021, 2022)
6. Member, FMS Tender Committee, IIM Bangalore (2022)
7. Member, Visitor Management System Committee, IIM Bangalore (2021)
8. Member, Review Advisory Committee, IMR Doctoral Consortium, IIM Bangalore (2021, 2022, 2023)
9. Member, PhD Interview Panel, IIM Bangalore (2021, 2023)