



Associate Professor Sanchayan SENGUPTA

Academic Department: Marketing and Retailing

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INFORMATION

RESEARCH INTERESTS

- Cross-cultural Marketing
- Digital Marketing
- Complaint Management
- Customer Complaining Behavior
- Customer-brand Relationship on Social Media

TEACHING DOMAINS

- Strategic Management
- Digital Marketing
- International Marketing
- Consumer Behavior
- Principles of Marketing

EDUCATION

Highest degree :

2018	PhD, Management sciences, Marketing, Grenoble School of Management, France
2015	Advanced Master, Management Sciences, Marketing, Grenoble School of Management, France
2001	Master of Management-Marketing, University of Mumbai, India
1998	Bachelor of Engineering, Bangalore University, India

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2021	Associate Professor, ESSCA School of Management, France
2017 - 2021	Assistant Professor, ESSCA School of Management, France
2014 - 2017	Lecturer, Grenoble School of Management, France

PROFESSIONAL EXPERIENCE

Academic experience and positions

- 2015 - 2015 Visiting professor, KU Leuven, Belgium
- 2013 - 2014 Research assistant, Grenoble School of Management, France

Professional experience

- 2011 - 2013 Consulting for Marketing Research Consulting, India
- 2010 - 2011 Manager, Way2Wealth Commodities, India
- 2009 - 2010 Asst Vice President, Peerless Group, India
- 2008 - 2009 Manager, ICICI Prudential Asset Management, India
- 2005 - 2007 Area Sales Manager, IDBI Capital Market Services, India
- 2002 - 2005 Manager Sales, Kotak Mahindra Old Mutual Life Insurance, India

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- SENGUPTA, S. and TOMCZYK, P. (2025). Understanding Knowledge from Customers: a systematic literature review. *International Journal of Business and Emerging Markets*, 17(4).
- SENGUPTA, S., ROKONUZZAMAN, M., JAISWAL, A.K. and FILIERI, R. (2025). Impact of Virtual Presence of others on Social Media Service Recovery evaluations: A Cross-Cultural Perspective. *Journal of Business Research*, 191, pp. 115245.
- AL HAKIM, Z.T., SENGUPTA, S. and CUNY, C. (2020). Impact of shared history on customers' service evaluations. *Journal of Retailing and Consumer Services*, 55.
- SENGUPTA, S. (2020). How Does Culture Impact Customer Evaluation in Online Complaining? Evidence from Germany and India. *Journal of Global Information Management*, 28(2), pp. 131-159.
- SENGUPTA, S., RAY, D., TRENDL, O. and VAN VAERENBERGH, Y. (2018). The Effects of Apologies for Service Failures in the Global Online Retail. *International Journal of Electronic Commerce*, 22(3), pp. 419-445.

Conference proceedings

- SENGUPTA, S. (2023). Online Complainants' Skepticism towards Webcare Promises: A Cross Cultural Study. In: *AMA Summer Academic Conference*. San Francisco: Proceedings - AMA.
- SENGUPTA, S., WEITZL, W. and LINZMAJER, M. (2022). When Others Signal what to Expect: Cultural Biases in Online Complaining. In: *AMA Educators Proceedings Volume 33*. Chicago: Proceedings - AMA, pp. 36-41.
- SENGUPTA, S. (2019). Customer experience and evaluation in social media complaining across cultures. In: *Proceedings of 18th International Marketing Trends Conference 2019 Paris*, ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. Paris-Venice Marketing Trends Association.

Conference paper (with selection committee)

- SENGUPTA, S. and WEITZL, W. (2024). Webcare innovation involving bystanders in cross-cultural contexts. In: 31st Innovation and ProductDevelopment Management (IPDMC) Conference. Dublin.
- SENGUPTA, S. and WEITZL, W. (2023). The Effect of Bystanders' Virtual Presence on Social Media : a cross-cultural perspective. In: *AMS World Marketing Congress*. Canterbury.
- TOMCZYK, P. and SENGUPTA, S. (2021). Does propensity to co-create value affect customer engagement? In: *EMAC regional conference*.

SENGUPTA, S. (2019). Impact of shared history on customers's service evaluations. In: 10th EMAC Regional Conference. Saint Petersburg.

SENGUPTA, S., RAY, D. and TRENDL, O. (2016). Service recovery in online medium : a cost-effective answer in cross-cultural settings. In: Academy of Marketing Science Annual Conference. Orlando.

SENGUPTA, S. and RAY, D. (2015). How culture impacts consumer fairness perceptions of service recovery in a low-contact service medium ? In: Frontiers in Service Conference 2015. San Jose.

Presentation in a research seminar

SENGUPTA, S. (2023). Conspicuous consumption and bystander comments in online complaining across cultures. In: Séminaire de l'Institut de la Transformation digitale. ESSCA, Paris.

SENGUPTA, S. (2016). How to Understand Managers, Researchers and Chocolate-Chip Cookies ? In: Research seminar Doctoral Knowledge. Grenoble.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

- Since 2020 Ad-hoc reviewer, Journal of International Marketing
- Since 2019 Ad-hoc reviewer, Journal of Retailing and Consumer Services
- Since 2017 Ad-hoc reviewer, International Journal of Electronic Commerce

Service to the academic discipline

Active member of a recognised scientific or academic association

- Since 2016 Doctoral Consortium Fellow, Academy of Marketing Science (AMS)
- Since 2015 Doctoral Consortium Fellow, American Marketing Association (AMA)
- Since 2015 Doctoral Consortium Fellow, International Marketing Trends Conference (IMTC), France

Reviewing activities for an academic conference

- Since 2021 Ad-hoc reviewer, American Marketing Association (AMA), United States of America
- Since 2017 Ad-hoc reviewer, Academy of Marketing Science (AMS), United States of America
- Since 2017 Ad-hoc reviewer, European Marketing Academy (EMAC), Belgium

Membership in an academic association

- Since 2020 Professional affiliation, Association Française du Marketing (AFM), France
- Since 2020 Professional affiliation, Academy of Marketing Science (AMS), United States of America

Organisation/facilitation of webinars, seminars, roundtables

- 2015 - 2015 4th Edition, Workshop Let's Talk About Service, Belgium

Service to professional community

Participation in professional events, roundtables

- 2014 - 2014 Service culture resources watch - BNP Paribas Cardiff Service Engineering Chair, Grenoble School of Management, France