



# Professeur associé Sanchayan SENGUPTA

Département de rattachement: Marketing and Retailing

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## INTÉRÊTS DE RECHERCHE

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- Marketing interculturel
- Marketing digital
- Gestion des litiges
- Comportement du client lors de réclamations
- Relation client-marque sur les réseaux sociaux

## DOMAINE D'ENSEIGNEMENT

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- Management stratégique
- Marketing digital
- Marketing international
- Comportement du consommateur
- Principes du marketing

## FORMATION

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*Diplôme le plus élevé :*

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| 2018 | Doctorat (PhD), Sciences de Gestion, Marketing, Grenoble Ecole de Management, France     |
| 2015 | Mastère spécialisé, Sciences de Gestion, Marketing, Grenoble Ecole de Management, France |
| 2001 | Master of Management-Marketing, University of Mumbai, Inde                               |
| 1998 | Bachelor of Engineering, Bangalore University, Inde                                      |

## EXPÉRIENCE ACADÉMIQUE ET PROFESSIONNELLE

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### Expériences académiques

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| Depuis 2021 | Professeur associé, ESSCA School of Management, France    |
| 2017 - 2021 | Professeur assistant, ESSCA School of Management, France  |
| 2014 - 2017 | Chargé de cours, Grenoble Ecole de Management, France     |
| 2015 - 2015 | Professeur visitant, KU Leuven, Belgique                  |
| 2013 - 2014 | Assistant recherche, Grenoble Ecole de Management, France |

## EXPÉRIENCE ACADÉMIQUE ET PROFESSIONNELLE

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### Expériences en entreprise

- 2011 - 2013 Consultant à Marketing Research Consulting, Inde
- 2010 - 2011 Manager, Way2Wealth Commodities, Inde
- 2009 - 2010 Asst Vice President, Peerless Group, Inde
- 2008 - 2009 Manager, ICICI Prudential Asset Management, Inde
- 2005 - 2007 Responsable des ventes, IDBI Capital Market Services, Inde
- 2002 - 2005 Responsable des ventes, Kotak Mahindra Old Mutual Life Insurance, Inde

## PUBLICATIONS SCIENTIFIQUES

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### Articles évalués par les pairs

- SENGUPTA, S. et 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. et 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. et 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., TRENDEL, O. et 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.

### Conférence proceedings

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

### Communications (conférences avec comité de sélection)

- SENGUPTA, S. et WEITZL, W. (2024). Webcare innovation involving bystanders in cross-cultural contexts. Dans: 31st Innovation and ProductDevelopment Management (IPDMC) Conference. Dublin.
- SENGUPTA, S. et WEITZL, W. (2023). The Effect of Bystanders' Virtual Presence on Social Media : a cross-cultural perspective. Dans: AMS World Marketing Congress. Canterbury.
- TOMCZYK, P. et SENGUPTA, S. (2021). Does propensity to co-create value affect customer engagement? Dans: EMAC regional conference.
- SENGUPTA, S. (2019). Impact of shared history on customers's service evaluations. Dans: 10th EMAC Regional Conference. Saint Petersburg.

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

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

#### **Présentations dans un séminaire de recherche**

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

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

## **ACTIVITÉS DE RECHERCHE**

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### **Activités éditoriales**

#### **Travaux d'évaluation pour des revues scientifiques**

Depuis 2020 Évaluateur ad-hoc, Journal of International Marketing

Depuis 2019 Évaluateur ad-hoc, Journal of Retailing and Consumer Services

Depuis 2017 Évaluateur ad-hoc, International Journal of Electronic Commerce

### **Service à la discipline**

#### **Organisation/animation de webinaires, séminaires, de tables rondes**

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

### **Service à la communauté professionnelle**

#### **Participation à des événements professionnels, tables rondes**

2014 - 2014 Service culture resources watch - BNP Paribas Cardiff Service Engineering Chair, Grenoble Ecole de Management, France