AYAN GHOSH DASTIDAR
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Texas State University, McCoy College of Business,
601 University Dr, San Marcos, TX 78666

PROFESSIONAL EXPERIENCE

Assistant Professor of Marketing **August 2025 – Present**
McCoy College of Business, Texas State University

Assistant Professor of Marketing **August 2022 – July 2025**
School of Management, Clark University

Assistant Manager **November 2015 – November 2016**
Hongkong & Shanghai Banking Corporation (HSBC)

Senior Analyst **June 2015 – October 2015**
Hongkong & Shanghai Banking Corporation (HSBC)

EDUCATION

Ph.D. Business Administration (Marketing) **2017-2022**
J. Mack Robinson College of Business, Georgia State University, Atlanta-GA

M.Sc. Applied Statistics & Informatics **2010-2012**
Indian Institute of Technology Bombay, Mumbai-India

B.Sc. Statistics **2007-2010**
St. Xavier's College, Kolkata-India

RESEARCH INTEREST

Substantive:

- Digital & Social Media Marketing, Advertising, Place Marketing, Healthcare, Social Implications of Marketing, Public Policy, Implications of AI Adoption

Methods:

- Machine Learning, Causal Inference, Structural Equation Modeling, Econometric Methods, Experiments

PUBLICATIONS

Ghosh Dastidar, Ayan and Lahiri, Avishek, "Navigating Algorithmic Fallibility: Evaluating Implementation and Guidance Strategies in AI-Augmented Service Frontlines." ***Forthcoming*** *at the Journal of Service Research (ABDC A* and ABS 4 Journal)*

Sunder, Sarang and **Ayan Ghosh Dastidar** (2026). "Macroenvironment and Marketing", in Shrihari Sridhar (ed.), *Oxford Bibliographies in Marketing* (New York, NY, online edn, Oxford Academic).

Ghosh Dastidar, Ayan, Sarang Sunder, and Denish Shah (2023), "Societal Spillovers of Advertising: Television Advertising During a Public Health Crisis." *Journal of Marketing* (*part of UTD Top 24 and FT 50 Journals*)

Cortez, Roberto Mora, Wesley Johnston, and **Ayan Ghosh Dastidar** (2023), "Managing the Content of LinkedIn posts: Influence on B2B Customer Engagement and Sales." *Journal of Business Research (ABDC A Journal)*

- **2023 Editor's Choice article** in the Journal of Business Research.

Cortez, Roberto Mora and **Ayan Ghosh Dastidar** (2022), "A Longitudinal Study of B2B Customer Engagement in LinkedIn: The Role of Brand Personality." *Journal of Business Research (ABDC A Journal)*

Shah, Denish, and **Ayan Ghosh Dastidar** (2019), "Customer-centric Marketing: What, How, and Why do customer habits matter?" *In Handbook on Customer Centricity, Edward Elgar Publishing*.

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION

Shah, Denish, **Ayan Ghosh Dastidar**, Robin Coulter, and Jagdish Sheth, "Consumer Well-Being from a Brand: How and Why it Matters?" ***Revising for the 2nd Round*** *at the Journal of Business Research*

Ghosh Dastidar, Ayan and Denish Shah, "From Attention to Affordability: A Behavioral Conversion Funnel for City Competitiveness." *Data Analysis Stage (Target Journal: Information Systems Research)*

Ghosh Dastidar, Ayan, Chandrayee Chatterjee, and Raji Srinivasan, "Examining the Effect of Weight Loss Product Advertising on Nutritional Choice & Physical Activity." *Preparing Manuscript for submission to the Journal of Marketing Research*

De, Anwesha and **Ayan Ghosh Dastidar**, "The Place-Shopper Match: How Spatial Familiarity Determines Whether Retail Density Creates or Dilutes Value." *Preparing Manuscript for submission to the Journal of Marketing Research*

Chatterjee, Chandrayee and **Ayan Ghosh Dastidar**, "Too Hot, Too Cold: Ambient Temperature and Channel Substitution in Food Retailing." *Preparing Manuscript for submission to Applied Economics*

SELECTED RESEARCH IN PROGRESS

Ghosh Dastidar, Ayan, "Political Advertising & Moving the Needle: How Political Ads from Opposing Ideologies Influence Environment-Conscious Behaviors." *Data Analysis Stage (Target Journal: Journal of Marketing)*

Ghosh Dastidar, Ayan and Chandrayee Chatterjee, "Crypto Advertisements and Health Behaviors: An Investigation into the Societal Effects of Crypto Advertisements." *Data Analysis Stage (Target Journal: Journal of Marketing Research)*

INVITED TALKS & CONFERENCE PRESENTATIONS

"Weight-loss Product Advertising & Obesity Mitigation: Exploring Spillover Effects", *Winter AMA 2025*, Phoenix, USA

"Spillover Effects of Advertising: Do TV Advertisements for Non-Food Health Products Promote Healthy Food Choices?", *Winter AMA 2024*, St. Pete Beach, USA

"Examining the Effect of Weight Loss Product Advertising on Nutritional Choice & Physical Activity", *ACME 2024*, Galveston, USA

"Citizen Centric Social Listening for Cities: Citizen Sentiments and City Performance", *Winter AMA 2022*, Las Vegas, USA

"Societal Spillovers of Advertising: Television Advertising During a Public Health Crisis" (Invited Talk), *Department of Marketing, Texas Christian University*, 2021

"Advertising For Social Good", *Summer AMA Conference (Virtual),* 2021

"A Text Mining Approach to Generate Actionable Intelligence & Identify Key Drivers of City Competitiveness", *Summer AMA Conference (Virtual),* 2021

"Citizen Sentiments and City Performance: A Inside-Out Approach for Generating Strategic Intelligence for Cities", *Winter AMA Conference (Virtual),* 2021

"Citizen Sentiments and City Performance: A Inside-Out Approach for Generating Strategic Intelligence for Cities", *4th Marketing Strategy Consortium*, University of Texas at Austin (Virtual), 2020

TEACHING EXPERIENCE

Instructor, Texas State University

Digital Marketing (Online MBA). Instructor Evaluation: 4.9/5	**Spring 2026**
Marketing Analytics (Online MBA). Instructor Evaluation: 4.5/5	**Spring 2026**
Digital Marketing (Undergraduate). Instructor Evaluation: 4.6/5	**Fall 2025**

Instructor, Clark University

Marketing Research & Analysis (Graduate). Instructor Evaluation: 4.7/5	**Spring 2024**
Marketing Research & Analysis (Graduate). Instructor Evaluation: 4.8/5	**Fall 2023**
Marketing Research (Undergraduate). Instructor Evaluation: 4/5	**Fall 2023**
Digital Marketing Analytics (Graduate). Instructor Evaluation: 4.8/5	**Spring, 2023**
Marketing Research (Undergraduate). Instructor Evaluation: 4.5/5	**Spring, 2023**
Marketing Research (Undergraduate). Instructor Evaluation: 4.6/5	**Fall, 2022**

Instructor, Georgia State University

Marketing Research (MK4200; F2F). Instructor Evaluation: 4.6/5	**Spring, 2022**
Marketing Research (MK4200; F2F). Instructor Evaluation: 4.5/5	**Spring, 2022**
Marketing Research (MK4200; F2F). Instructor Evaluation: 4.7/5	**Fall, 2021**
Marketing Research (MK4200; F2F). Instructor Evaluation: 4.7/5	**Fall, 2021**
Marketing Research (MK4200; Online). Instructor Evaluation: 4.5/5	**Spring, 2021**
Marketing Research (MK4200; Online). Instructor Evaluation: 4.5/5	**Fall, 2020**

GRANTS, HONORS & AWARDS

Fellow, Marketing Strategy Consortium, Georgia State University, USA, May 2026

Fellow, Marketing Strategy Consortium, University of Cologne, Germany, May 2024

Winner, **Lou Pelton Emerging Scholar Award**, Association of Collegiate Marketing Educators, USA, April 2024

Finalist & Honorable Mention, **John A. Howard/ AMA Doctoral Dissertation Award**, 2022

Faculty Fellow, ISMS Early-Career Scholars Camp, Duke University, October 2022

Winner, GTA Teaching Excellence Award, J. Mack Robinson College of Business, Georgia State University, March 2022

Winner, Best Paper Award at the 5th International Conference of Marketing, Strategy, and Policy, Newcastle University, September 2021

Teaching Fellow, Georgia State University, USA, August 2021

Fellow, AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, USA, August 2021

Winner, Clyde Kitchens/Thoben Elrod/Delta Sigma Pi Doctoral Fellow Research Grant ($6,700), Georgia State University, USA, 2021

First Place Winner, Doctoral Fellow Research Proposal, Marketing Strategy Consortium, McCombs School of Business, University of Texas at Austin, USA, 2020

Fellow, Marketing Strategy Consortium, McCombs School of Business, University of Texas at Austin, USA, December 4-5, 2020

Fellow, 9th AIM-AMA Sheth Foundation Doctoral Consortium, Virtual, 2021

Fellow, 6th AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India, 2018

PROFESSIONAL MEMBERSHIP & SERVICE

Member, American Marketing Association (AMA)

Editorial Review Board Member, Journal of Business Research

Editorial Review Board Member, Marketing Intelligence & Planning

Editorial Review Board Member, Journal of Public Policy & Marketing

Co-Chair, Doctoral Scholarship Award, Marketing & Society Special Interest Group (MASSIG), American Marketing Association

ACADEMIC SERVICE

Reviewer for Journals:

2024-Current	Journal of the Academy of Marketing Science (Financial Times Top 50 Journal)
2024-Current	Journal of Consumer Behavior
2024-Current	Production and Operations Management (UTD 24 Journal)
2024-Current	Marketing Intelligence & Planning
2021	Industrial Marketing Management
2020-Current	Journal of Business and Industrial Marketing
2019 - Current	Journal of Business Research
2026 - Current	Journal of Public Policy & Marketing

SOFTWARE PROFICIENCY

R, Python, SAS, SPSS, Stata, SmartPLS, SPSS Amos, MS Office, Tableau, Qualtrics

REFERENCES

Denish Shah. Email: shah@gsu.edu
Naveen Donthu. Email: ndonthu@gsu.edu
Ajay Kohli. Email: kohli@gatech.edu
Yi Zhao. Email: yizhao@gsu.edu
Raji Srinivasan. Email: Raji.Srinivasan@mccombs.utexas.edu
Sarang Sunder. Email: sasunder@iu.edu