



## Sanjit Sengupta

San Francisco State Univ.

### RESEARCH AREAS

Strategic Marketing  
Marketing of High-Technology Products and Innovations, Business-to-Business Marketing  
Marketing High Tech Products  
Value Creation

### TEACHING AREAS

Marketing of High-Technology Products and Innovations, B2B Marketing

### EDUCATION

Ph.D. in University of California, Berkeley

### PROFESSIONAL ACTIVITIES

- Professor, Marketing Department, San Francisco State University, 2003-present.
- Chair, Marketing Department, San Francisco State University, 2003-2006.
- Associate Professor, San Francisco State University, 1996-2003.
- Assistant Professor, University of Maryland at College Park, 1990-1996.
- Visiting Professor, IAE School of Business, University of Nice Sophia Antipolis, MBA MIB Program, France, 2009-2010.
- Visiting Professor, Wyższa Szkoła Bankowa w Poznaniu, Executive MBA, Poland, 2010.
- Visiting Professor, Seoul School of Integrated Sciences and Technologies (aSSIST), 2002-2008.
- Visiting Professor, Aalto University Executive Education, Finland, 2005-2011.
- Visiting Professor, Aalto University Mikkeli Campus, Finland, 2007-present.

### PUBLICATIONS

- Manufacturers' Reliance on Channel Intermediaries: Value drivers in the presence of a direct web channel,

## PUBLISHED JOURNALS

- Industrial Marketing Management, 41, 2012, 40-53 (with Chiayin Chung and Sharmila Chatterjee).
- Round Two: Repositioning the Tata Nano, Emerald Emerging Markets Case Studies Collection, 2011 (with A. Ramesh).
- Mapping the outsourcing landscape, Journal of Business Strategy, 32 (1), 2011, 42-50 (with Jakki Mohr and Stanley Slater).
- How Can Non-Chaebol Companies Thrive in the Chaebol Economy, Journal of Global Academy of Marketing Science, 19-3, 2009, 28-36 (with Nam Kuk Kim and Dong-Jae Kim).
- Know Your Customers, Marketing Management, January-February 2009, 37-44 (with Stan Slater and Jakki Mohr).
- Show Me the Money: Business Models of Linux Players, International Journal of Technology Marketing, 4 (1), 2009, 63-88 (with Roger Migdow and Sameer Verma).
- Testing Interaction Effects of the Dimensions of Market Orientation on Marketing Program Creativity, Journal of Business Research, 61 (8), 2008, 859-867 (with Subin Im and Mahmood Hussain).
- Slow Progress of FasTrak : Usage Analysis of an Electronic Toll Collection System, Transportation Journal, 46 (1), Winter 2007, 51 - 61 (with Hector Bedolla and Ramesh Bollapragada).
- Strategic Opportunities at the Intersection of Globalization, Technology and Lifestyles, Handbook of Business Strategy, Emerald Group Publishing, 2006 (with Jakki Mohr and Stan Slater).
- Marketing High-Technology Products and Innovations, Third Edition, Pearson Prentice Hall: Upper Saddle River, New Jersey, 2005 (with Jakki Mohr and Stan Slater).

## HONORS AND AWARDS

- Panelist, VC/Startup Office hours, Social Media Week, San Francisco, February 16, 2012.
- Cited in CNN Tech blog article, 2011.
- Fulbright Specialists Grant in Business Administration, 2009.
- Interview on local TV NBC11, 5/12/06.
- Overall Professor of the Year Award, College of Business, San Francisco State University, 2004-2005.
- Outstanding Paper Award for 2002 for the article, Managing The Paradox of Inter-firm Learning: The Role of Governance Mechanisms, Journal of Business and Industrial Marketing, 17 (4), 282-301, 2002 (with Jakki Mohr).