

EDUCATION

The Ohio State University, Fisher College of Business, 2023-Present
Ph.D. Candidate in Marketing/Graduate Research Assistant (with university fellowship)
M.A. in Marketing received, 2026.

University of Colorado at Boulder, Leeds Business School, 2021-2023
Ph.D. student in Finance (with university fellowship and graduate school scholarship)
M.S. in Finance (with thesis) received, 2023.

University of Rochester, Simon Business School 2020-2021
Post-Baccalaureate Study (with university fellowship).

Cornell University, College of Arts and Science
B.A. in Economics received, 2020 (Dean's list).

RESEARCH INTERESTS

- Time perception and time-effort beliefs
- Scheduling choices
- Consumer financial decision making
- Psychological biases in the marketplace

GRANTS, CERTIFICATES, AND AWARDS

- Drake Institute Teaching Endorsement for "Teaching Online" (2025)
- CIBER certificate for Action-Learning in International Business Teaching (2025)
- Decision Sciences Collaborative Small Pilot Grant Competition Winner (\$3,000) for the project "Understanding the effects of watching videos at accelerated playback speeds" (w/ Selin Malkoc and Sam Maglio).
- National Bureau of Economic Research Grant (\$15,000), Consumer Financial Decision-Making Center Research Grant (\$5,000), and Washington Center for Equitable Growth Grant (\$5,000) for the project "Person to Person Giving and Post-Disaster Recoveries" (2022-23), studying the impact of financial networks in social media on post-Boulder County wildfire recovery (w/ Tony Cookson and Emily Gallagher).
- Callahan, Craig (2022), *Unloved Bull Markets: Getting Rich the Easy Way by Riding Bull Markets*, Wiley – Significantly assisted in research and editing, and the first person credited in the book.
- Licensed to sell Life, Accident, and Health Insurance in Colorado (2019).

PUBLICATIONS

- Mukhopadhyay, Indeesh (2020), "The Politics of Knowledge Economy and Sustainability of Tribal Knowledge and Health in India," *International Journal of Business and Society* (with Kausiki Mukhopadhyay and Pallab Paul), 21(2): 957-976.

COMPLETED Ph.D. COURSEWORK

University of Rochester

Modern Value Theory I	Asen Kochov
Econometrics I	Nese Yildiz
Theory of Finance	Yixin Chen
Modern Value Theory II	Paulo Barelli
Econometrics II	Bin Chen
Continuous Time Theory of Finance	Pavel Zryumov
Applied Econometrics	Lisa Kahn
Empirical Asset Pricing	Robert Novy-Marx

University of Colorado at Boulder

Microeconomics I	Yangwei Song
Macroeconomics I	Martin Boileau
Mathematical Statistics	Carlos Martins-Filho
Financial Economics Research I	Xingtang Zhang
Microeconomics II	Oleg Baranov
Macroeconomics II	Alessandro Peri
Econometrics	Xiaodong Liu
Empirical Asset Pricing	Shrihari Santosh
Industrial Organization Theory	Yongmin Chen
Applied Microeconometrics	Brian Cadena
Financial Economics Research II	Asaf Bernstein and Ryan Lewis
Finance Theory	Brian Waters
Financial Economics Research III	Asaf Bernstein and Ryan Lewis

The Ohio State University

Psychology Statistics I	Jolynn Pek
Principles of Social Psychology	Kentaro Fujita
Consumer Behavior I	Rebecca Reczek
Psychology Statistics II	Alex Wasserman
Social Psychology Research Methods	Richard Petty
Quantitative Marketing I	Hongshuang 'Alice' Li
Marketing Research Methods	Dan Schley
Advanced Seminar in Org. Behavior I	Robert Lount
Social Cognition	Russell Fazio
Advanced Topics in Soc. Psych (Self Control and Motivation)	Kentaro Fujita
Attitudes and Persuasion	Richard Petty
Psychology of Judgement and Decision Making	Mike DeKay
Consumer Behavior II (JDM)	Selin Malkoc/Grant Donnelly
Social Motivation	Kentaro Fujita

CONFERENCES, PRESENTATIONS, AND SERVICE TO THE FIELD

- 2023 European Association for Consumer Research Conference, Amsterdam
- 2023 Association for Consumer Research Conference, Seattle
- 2024 Society for Consumer Psychology Conference, Nashville (Volunteer)
- 2024 The Ohio State University Marketing Research Camp
- 2024 University of Cincinnati Marketing Research Camp
- 2024 Decision Sciences Collaborative Research Forum, The Ohio State University
- 2024 Society for Judgement and Decision-Making Doctoral Consortium (Virtual)
- 2024 Association for Consumer Research Conference, Paris (Volunteer)
 - **Mukhopadhyay, Indeesh*** and Selin Malkoc, “When is Consumption an Investment? The Role of Partitioning,” Poster.
- 2025 Society for Consumer Psychology Conference, Las Vegas
 - **Mukhopadhyay, Indeesh*** and Selin Malkoc, “When is Consumption an Investment? The Role of Partitioning,” Poster.
- 2025 Decision Sciences Collaborative Research Forum, The Ohio State University
 - **Mukhopadhyay, Indeesh*** and Selin Malkoc, “When is Consumption an Investment? The Role of Partitioning,” Presentation.
- 2025 Haring Symposium, Indiana University (Discussant)
- 2025 Sheth Consortium, The Ohio State University (Volunteer)
- 2025 Association for Consumer Research Conference, Washington D.C.
 - **Mukhopadhyay, Indeesh*** and Selin Malkoc, “When is Consumption an Investment? The Role of Partitioning,” Presentation.
 - **Mukhopadhyay, Indeesh***, Selin Malkoc, and Sam Maglio, “Boredom Begets Speed Consumption, Speed Consumption Begets Boredom: The Feedback Loop of Speed Consumption,” Poster.
- 2025 The Ohio State University Marketing Research Camp

AFFILIATIONS

- Association for Consumer Research (Member, 2023-Present)
- Society for Consumer Psychology (Member, 2023-Present)
- Society for Judgement and Decision Making (Member, 2024-Present)
- Decision Sciences Collective, The Ohio State University (Affiliate, 2023-Present)
- Social Behavior Interest Group, The Ohio State University (Member, 2023-Present)
- Translational Data Analytics Institute, The Ohio State University (Member, 2025-Present)
- Center for Financial Decision Making, University of Colorado at Boulder (Member, 2021-Present)
- Center for Empirical Philosophy and Behavioral Insights (Member, 2024-Present)
- C-SPAM (Collaborative on the Science of Polarization and Misinformation), The Ohio State University (Affiliate, 2026-Present)

TEACHING INTERESTS

- Consumer Behavior, Advertising and Promotions, Principles of Marketing, Marketing Research, Digital Marketing, Retailing, Brand Management.

TEACHING EXPERIENCE

- *Advertisement and Promotional Strategy (BUSML 4233): Provides the tools needed to develop, manage and evaluate an integrated marketing communication campaign. Examines how marketers utilize advertising and promotional programs to enhance marketing efforts. Communication fundamentals, goal setting, creative and media strategy, campaign development and measurement issues, and pricing implications are explored. Prereq: 4201, 4202, and BusMHR 2292, or equiv. Not open to students with credit for 4230 and 4231.*
 - Summer 2025
 - Summer 2026

RELEVANT SKILLS

- Languages: English (Native) Bengali (Native) Spanish (Intermediate)
- Code: R SPSS Qualtrics Microsoft Suite Stata LaTeX

OTHER

- Council of Graduate Students representative for the Marketing and Logistics Department in Fisher at Ohio State
- US Citizen (from Colorado)
- Other interests: reading, cooking, mixology, hiking, weightlifting, trivia, concerts, video games, animation, and cricket.