

Ishita Chakraborty

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Website, Phone: (203)-215-2823
Citizenship: Indian (US Permanent Resident)

Academic Experience

Wisconsin School of Business, University of Wisconsin-Madison	
Thomas and Charlene Landsberg Smith Faculty Fellow	Aug 2021 - Present
Assistant Prof. of Marketing (incl maternity leave, spring 2025)	July 2021 - Present

Industry Experience

Tech Research

Research Intern, Big Data Experience Lab, Adobe Bangalore	Summer 2019
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Marketing and Consulting

Strategy Consultant at Accenture Management Consulting, Mumbai, India	2015-2016
Sales and Marketing at Mondelez India Foods, Mumbai, India	2014-2015

Education

Yale University	
Ph.D. in Marketing (Advisors: K. Sudhir, Kosuke Uetake, Aniko Öry)	2021
M.A. & M.Phil. in Management (Marketing)	2019
Indian Institute of Management, Calcutta	
M.B.A. in Marketing	2014
University of Mumbai	
B.E. Computer Engineering	2010

Research Interests

I study how AI and humans can make better decisions together. My work designs and tests AI-human hybrid systems across consumer insights, salesforce recruitment, and online platforms, using LLMs, machine learning, and econometrics to unlock real-time insights from unstructured data. Substantively, my research spans persuasion, online reputation, and customer satisfaction with implications for both business practice and AI's broader societal impact.

Teaching Interests

Digital Platforms, Social Media Marketing, AI/Generative AI in Marketing, Marketing Research, Marketing Analytics

Publications

* indicates first or equal authorship, † indicates PhD advisee co-author.

1. * **Neither a Picasso nor a Da Vinci: An Examination of Novice Artwork Pricing with Multi-Modal Data** with Sharmistha Sikdar and Nika Dogonadze, *Accepted, Journal of Marketing* 2026
2. * **Can AI and AI-Hybrids detect persuasion skills? Salesforce hiring with conversational video interviews** with Khai Chiong, Howard Dover and K. Sudhir, *Marketing Science*, 44(1):30-53 2025
 - Winner, AMA AI SIG Best AI Paper in Marketing Award 2024
3. * † **AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators** with Neeraj Arora and Yohei Nishimura, *Journal of Marketing*, 89(2), 43-70 2024
4. * **Attribute Sentiment Scoring with Online Text Reviews: Accounting for Language Structure and Attribute Self-Selection** with Minkyung Kim, and K. Sudhir, *Journal of Marketing Research* 59, No. 3, 600-622 2023
 - Co-winner, Donald R. Lehmann Award
 - Honorable Mention, AMA John. A Howard Doctoral Dissertation Contest,
 - Winner AMS Mary Kay Doctoral Dissertation 2022
5. **AI Applications to Customer Feedback Research: A Review** with Peter Lee and Shrabastee Banerjee, *Review of Marketing Research* 2023

Working Papers under Review

1. **Labor unions, perceptions of service quality, and customer satisfaction: Evidence from Starbucks** with Isamar Troncoso, Minkyung Kim and Soohyun Kim, *Revision requested, Journal of Marketing Research*
2. * **How You Respond to Online Reviews Matters: The Effect of Management Responses on Ratings and Sales** with Hulya Karaman and Shrabastee Banerjee, *Revision requested, Journal of Marketing Research*
3. † **From Reviews to Responses: Bridging Pre-and Post-Purchase Consumers through AI-Enhanced QA with RAG** with Xingjian You and Neeraj Arora, *Reject and Resubmit, Journal of Marketing Research*
4. * **When do consumers talk?** with Joyee Deb, and Aniko Öry, *Submitted, RAND Journal of Economics*

Patent Granted

U.S. Patent number: 11574266, titled “Recommender System For Replacing Human Interaction Services”, with Atanu R. Sinha, granted Feb 2023

Works in Progress

1. * Can LLMs be used for customer emotion classification? The role of effective in-context learning, with Kalinda Ukanwa and Jungeun Lim
2. † Digital twins for marketing video pre-testing, with Yepeng Jin and Kevin Chung
3. † Using Graph RAG and MLLMs to understand the drivers of authenticity in influencer videos, with Yepeng Jin and Kevin Chung

Grants, Awards and Honors

AI Hub Research Grant (USD 7600), UW-Madison	2026
Saroj and Vithala Rao Young Scholar Award, Cornell University	2026
Erwin A. Gaumnitz Junior Faculty Research Award, Wisconsin School of Business	2025
AMA AI SIG Best AI Paper in Marketing Award	2024
Donald R. Lehmann Award	2023
Wisconsin Alumni Research Fund (USD 23,000)	2023-2024
Honorable Mention, AMA John. A Howard Doctoral Dissertation Competition	2022
Winner, AMS Mary Kay Doctoral Dissertation Competition	2022
First Runner Up, EMAC-AiMark Doctoral Dissertation Competition	2022
Thomas and Charlene Landsberg Smith Faculty Fellowship	2021-2023
Harring Symposium Faculty Representative for UW-Madison	2021
AMA-Sheth Doctoral Consortium Fellow	2020
Wharton Customer Analytics Initiative Data Grant	2018
ISMS Doctoral Consortium Fellow	2017
Yale GSAS Doctoral Fellowship	2016-Present
IIM Calcutta Alumni Chapter Gold medal (Top Woman Student)	2014
JRD TATA scholarship for Academic Excellence in Engineering	2008-09
National Finalist, Microsoft Imagine Cup Contest	2008

Invited Talks and Conference Presentations

2025-2026 (incl scheduled)

- Choice Symposium, Colorado, Aug 2026
- Marketing Science Conference, Portugal, June 2026
- Cornell Young Scholar Conference, April 2026
- Marketing Seminar, University of Michigan Ann Arbor, April 2026
- Marketing Seminar, Harvard Business School, 2026
- Marketing Seminar, University of Houston, Feb 2026
- Marketing Leadership Institute, Wisconsin School of Business, Fall 2025

- Panel Discussion on Unstructured Data Insights: Centre for Software and Information Technology Management (CSITM), IIM Bangalore, Fall 2025
- AI Panel: “Synthetic Data in Business”, University of Akron, Fall 2025

2023-2024

- BizAI conference, UT Dallas, March 2024
- Marketing Seminar, Southern Methodist University 2023
- Methodology, Organization, and Management (MOM) workshop, Harvard Business School, May 2023
- Marketing Seminar, Temple University, April 2023
- Winter AMA, Nashville TN, February 2023
- Seminar Series, Brij Disa Centre for Data Science and AI, IIM Ahmadabad, Jan 2023

2022

- Marketing Seminar, Tuck School of Business, Dartmouth College, 2022
- Marketing Science Conference, Virtual, 2022
- Bass Forms UT Dallas, 2022
- Academy of Marketing Science Annual Conference, CA, 2022
- EMAC-AiMark Doctoral Dissertation Awards, Budapest, 2022
- Marketing Seminar University of Maryland, 2022

2018-2021

- Association for Consumer Research (Special Session on Text Analytics), 2021
- Artificial Intelligence in Marketing, Univ of Southern California, 2021
- Marketing Seminar HKUST, 2020
- Marketing Seminar CityU, 2020
- Marketing Seminar UW-Madison, 2020
- Marketing Seminar Univ of Notre Dame, 2020
- Marketing Seminar Penn State, 2020
- Marketing Seminar UC Berkeley, 2020
- Marketing Seminar, ISB, 2020
- Marketing Seminar Santa Clara University, 2020
- Marketing Science Conference, Rome 2019
- Munich Young Economists Meeting 2019
- CMU Conference on Digital Marketing and Machine Learning, Pittsburgh 2018

Programming Tools

LLMs, MLLMs, R, Python, Tensorflow, Spark, MATLAB, C++, Java, SQL, .NET

Teaching Experience (Instructor)

Social Media Marketing
Marketing Research

Spring 2022- Present
Fall 2025

Teaching Experience (TA)

Customer Analytics

Yale Center of Customer Insights Discovery Project

K.Sudhir (Spring 2017)

Digital Marketing

Digital Strategy (Yale MBA)

Vineet Kumar (Fall 2017)

Market Research

Strategic Market Measurement (Yale MBA)

Aniko Öry (Fall 2017)

Listening to the Customer (Yale MBA)

Aniko Öry (Spring 2018-19)

Marketing Management

Managing Marketing Programs (Yale MBA)

Jiwoong Shin (Spring 2018)

Marketing Strategy (Yale MBA)

Jiwoong Shin (Fall 2017-18)

Service

Editorial Board Member

Marketing Science

2024-Present

Journal of the Academy of Marketing Science (JAMS)

2025-Present

Adhoc Reviewer

Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, POMS, International Journal of Research in Marketing (IJRM)

Conferences and Workshops

SCP 2023, Workshop on Platform Analytics 2024-2026

Conference/Session Organizer

Choice Symposium, INSEAD Paris, *Session on Platform Economy* 2023

WSB Symposium of Artificial Intelligence 2024

Student Advising

PhD Students

Yepeng Jin, 5th year doctoral student, WSB

Xingjian You, 4th year doctoral student, WSB

Yohei Nishimura, 3rd year doctoral student, WSB

Dissertation Reader

Suyeon Jung, Marketing, University of Wisconsin Madison (First placement: Colorado State)
Olga Kiseleva, Department of Economics, University of Wisconsin-Madison

Undergraduate and predoc as Research Adviser

Soohyun Kim, University of North Carolina-Chapel Hill (currently PhD at USC), Jiarui Gong
(Undergraduate, Data Science, UW-Madison), Nevin John Selby (Masters, Data Science, UW-
Madison), Prasad Jawale (Masters, Data Science, UW-Madison)

References

K. Sudhir (Chair)

James L. Frank '32 Professor of Marketing, Private Enterprise and Management
Director of the China India Insights Program
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Kosuke Uetake

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