

Sayantani Mukherjee
College of Business, Central Washington University
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EDUCATION

Ph.D., Management (Area: Marketing) 2007
Paul Merage School of Business, UC Irvine
M.B.A., (Major: Marketing) 1999
IISWBM/University of Calcutta, India
B.S. (Honors, Major: Economics; Minors: Mathematics & Political Science) 1997
Presidency University, Kolkata, India

EXPERIENCE

Professor of Marketing From 2022
College of Business, Central Washington University
Associate Professor of Marketing 2017-2022
College of Business, Central Washington University
Assistant Professor of Marketing 2013-2017
College of Business, Central Washington University
Assistant Professor of Marketing 2007-2013
College of Business Administration, California State University Long Beach
Research/Teaching Assistant 2001-2007
Paul Merage School of Business, UC Irvine
Senior Market Research Analyst 2000-2001
ACNielsen-Marg, Bengaluru, India
Senior Market Research Analyst 1999-2000
Indica Research, Kolkata & Mumbai, India

TEACHING

Courses 2013-present
MBA: Data-driven Marketing
Undergraduate: Foundation of Digital Marketing, Advanced Digital Marketing, Consumer Behavior, Essential Marketing Concepts, Principles of Marketing, Google Ad Challenge, Marketing Bootcamp.
Teaching Modalities 2013-present
Hyflex, DE, In-person, Hybrid, Online/Asynchronous, Real-time Online (Synchronous)

Teaching Locations 2013-present
Lynnwood, Des Moines, Ellensburg, Online

PROGRAM DIRECTOR

MBA Program Co-Director 2024-2025

CURRICULUM DEVELOPMENT

Co-Lead- MBA Curriculum Development 2024-2025

New Graduate Marketing Course Development (w/Peter Boyle) Fall 2024

Digital Marketing Minor/Certificate- Interdisciplinary Curriculum Development 2019-2020
& Implementation (Currently, one of the largest minors in Central Washington University)

Boeing EDI Student Training- Content Creation 2020-2021

New Graduate Course Development on Digital Analytics and CX Design 2018-2019

New Undergraduate Course Development on Digital Marketing 2013-2014

RESEARCH

Selected Journal Publications (2013-Ongoing)

Dayanandan, A., Donker, H., & Mukherjee, S. (2025), Caste Diversity in Corporate Boards and Social Values, *Economic and Political Weekly*, Vol Lx, No 9. (ABDC 2022 List Rank: B)

Gonela, V, Mukherjee, S., & Khoja, F. (2025), "Identifying Industry-Relevant Digital Marketing Competencies using Text Mining of Job Postings," *Journal of Marketing Development and Competitiveness*, 19(2).

Homer, P.M. & Mukherjee, S. (2019), "Lay Theories and Consumer Perceptions of Dietary Supplements," *Journal of Consumer Behaviour*, 18(5), 363-377. (ABDC 2019 List Rank: A)

Homer, P.M. & Mukherjee, S. (2018), "The Impact of Dietary Supplement Form and Dosage on Perceived Efficacy," *Journal of Consumer Marketing*, 35(2), 228-238. (ABDC 2019 List Rank: A)

Mukherjee, S., Kramer, T., & Kulow, K. (2017), "The Effect of Spicy Gustatory Sensations on Variety-Seeking," *Psychology & Marketing*, 34(August), 757-835. (Lead Author; ABDC 2019 List Rank: A)

Lau-Gesk, L. & Mukherjee, S. (2017), "Coping with Sequential Conflicting Emotional Experiences," *Journal of Business Research*, 73(April), 1-8. (Lead Article; ABDC 2019 List Rank: A, #1 Marketing Journal on Google Scholar Metrics)

Mukherjee, S., & Lau-Gesk, L. (2016), "Retrospective Evaluations of Playful Experiences," *Journal of Consumer Marketing*, 33(5), 387–395. (Lead Author; ABDC 2019 List Rank: A)

Nguyen, H. P., Chen, S., & Mukherjee, S. (2014), "Reverse Stigma in the Freegan Community," *Journal of Business Research*, 67(9), 1877–1884. (ABDC 2019 List Rank: A, #1 Marketing Journal on Google Scholar Metrics)

Sipic, T & Mukherjee, S (2024), "Board Diversity and its Role in the Adoption of Digital Inclusion Policies by US Companies," *ESIC Digital Economy & Innovation Journal*, 2, e63

Selected Presentations & Proceedings (2013-Ongoing)

Xie, X., Mukherjee, S., & Lau-Gesk, L.L (2023), "Lets Get Serious About Play", *Academy of Marketing Science, Annual Conference*

Xie, X., Lau-Gesk, L.L. & Mukherjee, S (2023), "Bonding Through Play: When Effort Makes Serious Play Meaningful," *Association for Consumer Research*

Xie, X., Mukherjee, S., & Lau-Gesk, L.L. (2020), "Let's Get Serious about Play: A Hedonic vs. Eudaimonic Investigation of Goal-Based Mixed Affective Experiences", *Association for Consumer Research*

Mukherjee, S., & Lau-Gesk, L.L. (2018), "Meaningfulness and Mixed Emotions: What Consumers Want," *Academy of Marketing*.

Celsi, M., Nguyen, D., & Mukherjee, S. (2015), "Cowgirls: A Gendered Western Lifestyle," *Association for Consumer Research*

Li, E., Mukherjee, S., & Nguyen, T.-D. (2014), "Just for Fun? Constructing Self through Selfies," *Association for Consumer Research*.

Li, E., Mukherjee, S., & Nguyen, T. (2014), "Consuming Selfies," *Summer Marketing Educator's Conference*.

Research in Progress

Dayanandan, A., Donker, H., & Mukherjee, S., "Does It Matter Who Is on the Board to Drive Innovation?", under review, *Economic and Political Weekly*

Mukherjee, S & Homer, P.M., "Impact of Product Size on Repair Intentions", *ongoing*

Mukherjee, S., Lau-Gesk, L.L., & Homer, P.M., "A Meaningful Future Tinged with Hope", *ongoing* ---. "Playfulness Intensifies Negative Emotions," *ongoing*

Xie, X., Mukherjee, S., & Lau-Gesk, L.L, "Let's Get Serious About Play: A Hedonic vs. Eudaimonic Investigation of Goal-based Mixed Affective Experiences," *ongoing*

SERVICE

University

- Adaptive Council Member 2025-2026
- Gen Ed CAT Team Co-facilitator 2025-2026
- NWCCU Taskforce (Co-led Academic Freedom subcommittee) 2023-2025
- Faculty Senate Curriculum Committee Member 2018-present
- Retention Steering Committee Member 2018-2022
- Research Advisory Council 2020-2021
- Search Committee Member for Executive Director of Extended Learning 2018-2019
- Transfer Student Workgroup Member Spring 2018
- University Centers Workgroup Member Spring 2018
- Strategic Enrollment Planning Workgroup Member Spring 2018
- Senate Alternate 2015-2022

College

- CB Faculty Liaison (elected) 2026-2028
- MBA Steering Committee Co-chair & Program Co-director 2024-2025
- College Personnel Committee member 2022-2027
- CB Curriculum Committee Co-chair 2018-2025
- CB Curriculum Committee Member 2018-Present
- CB Diversity Committee Member 2017-2025
- CB Student Professional Development Committee Chair 2016-2018
- CB Scholarship Committee Member 2014-2020

Department

- Marketing Area Faculty Search, Chair 2024
- Faculty Coordinator, Digital Marketing Minor/Certificate 2020-present
- Faculty Advisor, Digital Marketing Student Club 2020-present
- Department Personnel Committee Member 2017-2022
- Search Committee Member for Entrepreneurship Faculty 2017-2020
- Faculty Advisor for Individual Study/Internships 2020-present
- Community College Outreach Efforts 2018-2019

Professional

- Editorial Review Board Member, *Journal of Consumer Marketing* (2019-2023)
- Ad hoc Reviewer, *Journal of Marketing Management*, *International Journal of Corporate*

Governance

Community Engagement

- Collaborated with various community partners on student projects-examples include the Joint Pacific Multinational Readiness Center (JPMRC), a training center of the US Army, CWU Military Sciences department, On Common Ground (non-profit with focus on hunger prevention & sustainability), Costello Law Firm (Attorney based in Seattle), Sip & Ship (mailing services based in Seattle), Ellensburg Floral & Gifts (Ellensburg local business), WA Hometown (Recreation Mapping Business in Ellensburg).
- Boeing EDI Training Grant Recipient (Co-PIs: Erica Holley, Andy Parks, Maxine Lennon)
- Women in Education Taskforce Member, *Women's University Club, Seattle (2026)*
- Board of Trustee, *Women's University Club, Seattle (2022-2023)*

Invited Presentations

- Invited Speaker, *Fashion Industry Conference, CWU* 2025
- Invited Speaker, *Seattle Chamber of Commerce* 2020
Presentation Title: "Pivoting During the Pandemic"
- Keynote Speaker, *CWU New Student Convocation* 2017
- Presenter, *CWU Foundation Board* 2018
- Speaker, *CWU New Faculty Orientation* 2018-2020
- *DECA* 2018

HONORS AND AWARDS

- CB Leadership Award for Faculty Excellence in Professional Service (*shared with Dr. F Wang*) 2025
- CWU CB Leadership Award for Faculty Excellence in Teaching 2023
- CWU Presidential Award for Diversity 2023
- CWU CB Leadership Award for Faculty Excellence in Professional Service 2021
(*2021 award shared with CB Diversity Committee*)
- CWU CB Leadership Award for Faculty Excellence in Professional Service 2020
- Nominated for CWU CB Advisory Board Award for Faculty Excellence in Teaching 2015
- AMA-Sheth Doctoral Consortium Fellow 2004