

Mayukh Mukhopadhyay

Executive Doctoral Candidate

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Profile Summary

I am a full-time data consultant in the telecom domain, having spent over 14.5 years crafting business continuity solutions within intricate digital transformation initiatives. My academic journey includes an M.Engg from Jadavpur University and an MBA from IIT Kharagpur. Presently, I'm pursuing an Executive PhD at IIM Indore. I authored the book **Ethereum Smart Contract Development** published by Packt UK. My active involvement extends to being an **Enterprise Design Thinking Practitioner**, holding certifications as a **Professional Scrum Master**, and being a **Quantum Consultant**. I like to spend my leisure time in creating business case-studies for my **podcast channel**, and peer-reviewing research papers for international conferences and scopus journals.

Present Employment & Overall Experience

Solutions Architect Specialist (Contract), BT Group plc

2019 – 20XX **BT Enterprise Division.**

Designed complex end-to-end data architecture for Revenue Assurance, EU-GDPR Compliance, and Google-Cloud Transformation Projects.

2014 – 2019 **BT Consumer Division.**

Developed Performance Efficient Data Pipelines on Hadoop Cluster for building Enterprise Data Lake Architecture.

2010 – 2014 **BT Innovate & Design Division.**

Developed Single Truth Applications for Order and Asset Journey for Lead-to-cash and Trouble-to-Resolve Reporting.

Data Consultant, Tata Consultancy Services

2010 – 20XX **Communication, media and information Unit.**

Developed customized reports for CXOs that used topic modeling (LDA) on customer review content to highlight pain-points.

Educational Qualification

2022-20YY : **Executive PhD Candidate, Marketing, Indian Institute of Management, Indore.**

Supervised by Professor Ashish Sadh. Work accepted at [INFORMS Marketing Science Conference 2024](#).

2018–2021 : **Master of Business Administration, VGSOM, Indian Institute of Technology, Kharagpur,**

Supervised by Professor Sangeeta Sahney. Thesis DOI [10.48550/arXiv.2201.02857](#).

2014–2016 : **Master of Engineering, Software Engineering, Department of Information Technology, Jadavpur University,** Supervised by Professor Parama Bhowmick. Thesis DOI [doi.org/10.1101/053074](#).

2005–2009 : **Bachelor of Technology, Electronics & Communication, West Bengal University of Technology,** Supervised by Professor Ardhendu Shekhar Biswas. Thesis DOI [10.48550/arXiv.1311.0842](#).

Publications

Refereed Journal Articles

2024 **Mayukh Mukhopadhyay.** Nostalgia marketing - a systematic literature review and future directions. *Journal of Marketing Communications*. Taylor & Francis (**ABDC B, Scopus**), 2024.

- 2023 **Mayukh Mukhopadhyay**. Golden brush and evolving canvas - Navigating the digital art and Non-fungible tokens. *Journal of Information Technology Teaching Cases*. Sage UK (**ABS 1, Scopus Q2**), 2023.
- 2023 **Mayukh Mukhopadhyay**. Be my AI - micro-volunteering in the time of ChatGPT. *Journal of Information Technology Teaching Cases*. Sage UK (**ABS 1, Scopus Q2**), 2023.
- [Refereed Book Review](#)
- 2024 **Mayukh Mukhopadhyay**, Book Review of *Mine your Language* by Abhishek Borah, In *Journal of Global Marketing (Accepted, In-Press)*, Taylor & Francis (**ABDC B, Scopus, WoS**), 2024.
- [Refereed Conference Presentations](#)
- Jun-2024 **Ashish Sath, Mayukh Mukhopadhyay**, Shape My Choice: How Iconicity and Nostalgia Marketing Influence Brand Preference, *INFORMS ISMS Marketing Science Conference 2024*.
- Jan-2024 **Mayukh Mukhopadhyay**, Crouching Leopard, Hidden Unicorn: Funding the Indian Health-Tech Sector, *9th PAN IIM World Management Conference 2023*.
- Dec-2023 **Mayukh Mukhopadhyay**, From Click to Quick - Examining the drivers of Quick Commerce on Online Consumer Behavior Using Fuzzy Cognitive Mapping, *International Conference on Marketing Innovation 2023, Jointly hosted by Syracuse University & IIM Kashipur*.
- Dec-2023 **Mayukh Mukhopadhyay**, Going Beyond Bandura - Enhancing Employee's Cloud Competency using Connectivism, *16th ISDSI-Global Conference 2023, hosted by IIM Ranchi*.
- Jun-2023 **Mayukh Mukhopadhyay**, Examining Drivers of B2B Subscription Commerce in Digital Ecosystem using Fuzzy Cognitive Mapping, *CERE 2023, hosted by IIM Indore*.
- Apr-2023 **Mayukh Mukhopadhyay**, Unlocking Chat Engine Adoption: A Push-Pull-Mooring Framework, *ICM 2023, Jointly hosted by University of Gothenburg & IIM Bodhgaya*.

Academic Achievements & Recognitions

- 2024 Conducted [Interviews on Behavioral Cybersecurity](#) for MIS-Quarterly as part of [MISQ-Insider](#).
- 2024 [50 WoS Verified Peer-Reviews](#) with 2 Excellent Reviewer Rating.
- 2023 [Best Paper Award \(Top-3\)](#) among **139 Presentations at CERE 2023, IIM Indore**.
- 2022 Empanelled and Qualified [Independent Director](#) issued by Ministry of Corporate Affairs, India.
- 2021 Invited to deliver [Guest Lectures on Data Lake Architecture](#) at AntWak, a Google Accelerator Startup.

Technical skills

- Scripting [Python](#), [Javascript](#), [Java](#), [SQL](#), Shell, Git
- Modeling Erwin Data-Modeler, VoSviewer, Biblioshiny, SPSS, Fuzzy Cognitive Mapping, lavaan
- Cloud [Google Cloud](#), [Microsoft Azure](#), [Oracle Cloud Gen-AI](#)
- Tools [Atlassian-Jira](#), Confluence, CapCut, DaVinci Studio, Audacity, Canva

Referees

Dr. Sangeeta Sahney
Professor & Dean
Vinod Gupta School of Management
IIT Kharagpur
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Dr. Ranjan Chaudhuri
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