

# I am The ROCK

## Anindya Chatterjee

**Job:** Professor, School of Business.

**Joined SRU:** 1992.

**Background:** I have a master's degree in business from the Birla Institute of Technology and Science in Pilani, India, and a doctorate in marketing from Temple University. In between my master's and doctorate degrees, I worked in various multinational companies in the petroleum and engineering industries in the sales and distribution functions.

**Interests:** My research interests are mainly in the areas of consumer psychology and cross-cultural differences in consumer behavior. My extra-curricular interests include traveling and engaging in various sports such as soccer, badminton, cricket and basketball.

**Person I would like to have dinner with:** Pele, the Brazilian soccer wizard.

**Why I work at The Rock:** I have found the perfect balance between my teaching and research interests in a highly collegial environment at The Rock. I also love to be teaching in a discipline that has enormous real-world value in terms of opening potential career opportunities for graduating students.

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