

Debanjan (Deb) Mitra, Ph.D.

Professor of Marketing at University of Connecticut

Storrs, CT, US

Professor Mitra is an expert in innovation and new product management, the customer experience.

Biography

Professor Mitra's research encompasses innovation and new product management, their antecedents and consequences on organizations, customers, and economies, and the development of analytics in these areas. He uses both analytical and econometric methods to understand these effects over time as well as across brands, firms, industries, and countries.

Areas of Expertise

Product Management, Brand Strategies, Marketing Strategy, Product Development and Commercialization

Education

University of Pittsburgh

Ph.D.

Indian Institute of Management

P.G.D.M.

Indian Institute of Technology

B. Tech

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)