

The **Chair of Marketing** (Prof. Dr. Lichters) welcomes

**Prof. Dr. Dipayan Biswas**

for a research talk in the series Friends of Consumer Research.

**October 24<sup>th</sup> 2024 at 13:00 o'clock Faculty center (Building 22-A).**

**“Nature of AI Agents and Consumer Engagement”**



Prof. Dr. Dipayan Biswas earned his PhD in marketing from the University of California, Irvine, and an MBA from the Indian Institute of Management, Ahmedabad. His key research interests are in the domains of sensory marketing, digital marketing, AI, and smart technologies. He mainly focuses on sensory marketing as well as digital marketing with a special focus on the retailing, food, and health sector. His research has been published in the *Journal of Consumer Research*, the *Journal of Marketing* and the *Journal of Marketing Research*, among others. Prof. Biswas is also Editor-in-Chief of the *Journal of Business Research* and Associate Editor of the *Journal of Marketing Research* and *Journal of Retailing*. For his excellent work, he has been featured extensively in the media and received awards from multiple marketing associations. Professor Dr. Dipayan Biswas is currently nominated Frank Harvey Endowed Professor in the School of Marketing and Innovation, where he lectures undergraduate-level to PhD-level courses reaching from basic marketing over brand management to sensory marketing.

**All interested are welcome.**

**The Chair of Marketing ([www.marketing.ovgu.de](http://www.marketing.ovgu.de))**