

Pramit Gupta

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Website: <https://www.pramitgupta.site/>

EDUCATION

Indian School of Business

Fellow Programme in Management(First year)

2018-2020

University of Calcutta

(Indian Institute of Social Welfare and Business Management)

MBA in Marketing

2011–2015

West Bengal University of Technology

B.Tech. in Information Technology

HONORS AND AWARDS

- Qualified UGC Net for Assistant Professors recruitment in India
- Top 25% in the class in MBA

PEER REVIEWED PUBLICATIONS (Citations 23 H-index 1)

- Pramit Gupta (2021). “The factors affecting the shift of Indian customers from TV series to web series: The Future of OTT services in India.” EPRA International Journal of Multidisciplinary Research, 7(2).
- Pramit Gupta (2021). “Predicting Customer Switching Behavior in Cellular Networks by Mobile Porting.” International Research Journal of Modernization in Engineering Technology & Science, 3(2).

WORKING PAPERS

- Voleti Sudhir, Roy Arani, Gupta Pramit. “LLM-Induced Response Functions: A Generative Framework for Reverse Inference of Continuous Latent Traits” – Draft ready
- Voleti Sudhir, Gupta Pramit “A Study of Organizational Locus of control on innovations and Its Influence on Market Performance” – Writing in progress.
- Voleti Sudhir, Gupta Pramit “How Does Brand-Meme Virality on Reddit Affect Intraday Stock Volatility for Small-Cap Consumer Firms?”

RESEARCH EXPERIENCE

Indian School of Business

Sept 2025 – Present

Research Associate

Supervisor- prof Sudhir Voleti and Prof Arani Roy

Project- LM-Induced Response Functions: A Generative Framework for Reverse Inference of Continuous Latent Traits

- Using Qualtrix, designed and ran two studies with 300+ respondents to examine how people are choosing headlines/bylines of the articles, each designed to activate one OCEAN trait
- Performed Bayesian Ideal point estimation to obtain latent 5D personality vector and correlate that with true Big 5 scores. Ran LLM backward pass and compare LLMs to a psychometric gold standard (Bayesian ideal point model)

Indian School of Business

June 2024 – Present

Research Associate

Supervisor- Prof Sudhir Voleti

Project- A Study of Organizational Locus of control on innovations and Its Influence on Market Performance.

- Ran basic text mining of earning calls report and classify each sentence in to innovation types with the help of SLMs. (Gemma 2.5)
- Performed in-dept literature reviews, measure selection, data analysis and OLS regression analysis.

Indian School of Business

Nov 2025 – Present

Research Associate

Supervisor- Prof Sudhir Voleti

Project- How Does Brand-Meme Virality on Reddit Affect Intraday Stock Volatility for Small-Cap Consumer Firms

- Ran basic data analysis on Reddit Pushshift public data.
- Formulate empirical strategies with memescore construction and matching to Market prices data

Indian School of Business

Mar 2021 – Mar 2022

Research Associate

Supervisor- Prof Ashwini Chhatre and Prof Avik Sarkar

- Setup India. Data Portal- one stop data portal for govt data. Worked on visualizations, LGD-mapping, time series forecasting of the data from government sources, integrating technological innovation to establish data as a public good.
- Writing research blogs based on these datasets.

Indian Institute of Management Kozhikode

Nov 2020 – Mar 2021

Research Intern

Supervisor- Prof Praveen S

- Comment data scrapping from <https://store.steampowered.com/> and perform text mining and sentiment analysis using R and Python. This was a project to analyse latent traits of the consumers while playing VR games.

RESEARCH PRESENTATIONS

- Voleti Sudhir, Gupta Pramit (2024) “A Study of Organizational Locus of control and Its Influence on Market Performance” – Posters presented at ISB IIDS Data Summit
- Chakraborty Amrita, Soni Deepti, Gupta Pramit (2022). “A one stop open data platform- India. Data Portal” – Press Club New Delhi

RESEARCH PROJECTS AND GRANTS

- OrgLoc project: Text mining of earning calls report and classification through custom LLMS. (IIDS grant) – Rs 10 Lakhs
- India Data Portal Project: Writing research insights, conducting workshops, and marketing outreach. (Bill and Melinda Gates Foundation Grant) \$1.5M

TEACHING EXPERIENCE

Indian School of Business

May 2022 – June 2022

Academic Associate (Teaching Assistant in Marketing)

- Designed course structure, created asynchronous content, and evaluated student perfor-

mance.

- Strategic Customer Analytics: Prof V Kumar
- Sales Management: Prof Murali Mantrala
- Marketing Decision Making: Prof Nanda Kumar
- New Product Development: Prof Ashish Sinha
- Marketing Decision Making: Prof BPS Murthy
- Marketing Services: Prof Piyush Kumar

INDUSTRY EXPERIENCE

Celeriac Technologies and Consulting Pvt Ltd

Jul 2020 – Sep 2020

Product Marketing Specialist

- Responsible for lead generation, digital marketing, and developing sales and marketing strategies.

Tata Consultancy Services Ltd

Sep 2015 – Apr 2017

Assistant Systems Engineer

- Developed front-end and back-end applications using Java and migrated data using PL/SQL scripts.

TECHNICAL SKILLS

- Programming Skills: R, Python, SQL, SAS, Java, C
- Tools: MS Office (Word, Excel with VBA, PowerPoint), SPSS, Tableau, Power BI, LaTeX, MAXQDA
- Statistical Techniques: Regression, Classification, Clustering, Decision Trees, Random Forest, XGBoost, Time Series, Forecasting
- Languages: English, Bengali, Hindi

EXTRACURRICULAR ACTIVITIES

- Silver Medal in Swimming competition
- Certificates in singing

LINKS

- Orchid id: 0000-0001-7951-0131
- ResearchGate: https://www.researchgate.net/profile/Pramit_Gupta
- Google Scholar: Prमित Gupta - Google Scholar
- LinkedIn: <https://www.linkedin.com/in/pramit-gupta-31531799/>
- Github: pramitgupta (Pramit Gupta) (github.com)
- Skype id: live:guptapramit