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Profile summary

A seasoned academic with over 16 years of experience in lecturing marketing and business-related courses. He was Head of Department, Marketing for around 10 years and was responsible for staff management, programme development, management, internal audit, academic collaborations, curriculum review, and marketing of the educational programs. He was assigned to shoulder the responsibility as Head of Praxis Industry and Community Engagement (PICE) for the faculty. He was the recipient of the prestigious YFSF grant (internal) for research from UCSI University and was endowed with university sponsorship towards undertaking the PhD programme. Rajat completed his Ph.D. in September 2022. Currently, he is working as a lecturer in digital marketing at the Plymouth Business School. He has received several professional recognitions, including a certified management and business educator (CMBE) from the Chartered Association of Business Schools (CABS), UK in 2024. Rajat is passionate about research, and his expertise lies in the area of digital behaviour, sustainable consumption (food), artificial intelligence applications in consumer behaviour and digital marketing.

Research outputs

The behavioral ethical lens of generative AI application in organizations: from corporate reputation, leadership, and technological sustainability perspectives
Chatterjee, R. S., Hameed, I., Chaudhuri, S. & Chatterjee, S., 17 Jun 2026, (E-pub ahead of print) In: Strategy and Leadership. p. 1-26 26 p.

The Impact of Generative AI Servitization on Reward Mix Evaluation: The Equivocal Role of Job Demand and Job Resource
Chatterjee, R. S., Durana, P., Blazek, R., Islam, M. A., Chaudhuri, R. & Chatterjee, S., 5 Jun 2026, (E-pub ahead of print) In: Strategic Change.

AI insurance chatbots and phygital service engagement: the triadic impact of trust-anxiety-complexity- on aging consumers
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Trust transference and cognitive affective trust dichotomy in TikTok short-form videos: The moderating role of source homophily
Chatterjee, R. S., Hosen, M., Hameed, I. & Rehman, H. M., 1 Mar 2026, In: Journal of Innovation and Knowledge. 12, 100890.

Ethical and Structural Determinants of Generative AI-Driven Healthcare Data Sharing for Financial Analysis
Chatterjee, R. S., Kliestik, T., Singh, D. K., Sivarajah, U. & Chatterjee, S., 12 Dec 2025, In: Information Systems Frontiers.

Willing to drive green? Exploring behavioral and policy influences on electric vehicle ownership
Chatterjee, R. S., Hameed, I., Khan, Y., Zainab, B. & Khan, K., 8 Dec 2025, In: International Journal of Energy Sector Management. p. 1-20 20 p.

Do food planner apps enhance responsible food consumption? The impact of perceptual antecedents and moderating effects on usage intention
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Aging Consumer Engagement with the Mobile Food Planner Apps in Malaysia: Investigating Gender Differences
Chatterjee, R. S., Hameed, I., Chatterjee, S., Chaudhuri, R., Vrontis, D. & Foroudi, P., 17 Mar 2025, In: Journal of Macromarketing. 45, 4, p. 723-746 24 p.

Driving renewable energy continuance in Malaysia through reinforcement sensitivity, technology infrastructure and psychological factors
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Generative AI and the Fishermen's Dilemma: The Role of Value-Belief-Norms and Resource Dynamism in Oman's Sustainable Fishing
Chatterjee, R. S., Bhaskar, S., Belwal, S. & Belwal, R., 2025.

Navigating Loyalty and Trust in the Skies: The Mediating Role of Customer Satisfaction and Image for Sustainable Airlines
Chatterjee, R. S., Khan, K., Hameed, I., Zainab, B. & Tzhe, A. X., 12 Sept 2024, In: Sustainable Futures.

Cognitive and affective appraisal of online impulse buying: a multi-mediation approach
Chatterjee, R. S., Hameed, I. & Cham, T. H., 8 Jul 2024, In: Journal of Marketing Analytics.

Exploring the relationship between student green engagement and entrepreneurial behavior: a serial mediation approach
Chatterjee, R. S., Khan, N. R., Hameed, I. & Waris, I., 16 Apr 2024, In: Global Knowledge, Memory and Communication.

Exploring the certainty of reciprocal relationship with outcome expectations in water conservation efforts among generation Y: social cognitive theory approach
Chatterjee, R. S. & Ramasamy, G., 29 Jan 2022, In: International Journal of Water. 14, 2, p. 108-123

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Predictors determining the intention to use hotel branded mobile app among Malaysia's millennials: the mediating effect of perceived personalisation
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Towards sustainable consumption behaviour through voluntary simplicity: A value mapping orientation
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Customers' online channel switching behavior: The moderating role of switching cost
Pourabedin, Z., Foon, Y. S., Chatterjee, R. S. & Ho, J. S. Y., Jul 2016, In: Information (Japan). 19, 7B, p. 2961-2970 10 p.