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DOCTORAL DISSERTATION

Title: *List Price Versus Deal Price Based Internal Reference Points in Deal evaluation: The Influences of Contextual Prices, Price-promotions, and their Dispersions*

**IIM Kozhikode
(2013-17)**

JOURNAL PUBLICATION

- Sinha, Rajesh K., and Atanu Adhikari (2017), "Advertised Reference Price and Sales Price as Anchors of the Latitude of Expected Price and Its Impact on Purchase Intention," ***European Journal of Marketing (ABDC: A*)***, 51 (9/10), 1597-1611. DOI: <https://doi.org/10.1108/EJM-03-2016-0177>

PAPER UNDER REVIEW

- Buyer-Seller Amount-Price Equilibrium for Prepaid Services: Implication for Promotional Pricing, *under review with **Journal of Retailing and Consumer Services (ABDC: A)*** (With: Atanu Adhikari) [R & R]

COMPLETED STUDIES (Preparation for submission)

- A Monetary Internal Reference Point for Price-Promotion: Non-Fungible List Price and Price-Promotion (With: Atanu Adhikari, Russell S. Winer, and Gurumurthy Kalyanaram).
- A Re-Conceptualization of Contextual Reference Price's Influence on Consumers' Price Evaluation (With: Atanu Adhikari)

WORKING PAPERS

- Quantity Reference Point Based Acquisition Value and Latitude of Quantity Acceptance (With: Atanu Adhikari and Gurumurthy Kalyanaram).
- A Study of Online Price Dispersion in the Domestic Indian Airline Market (With: Atanu Adhikari).
- Sinha, Rajesh K., and Atanu Adhikari (2016), "Pricing for Online-Retailing: Exploring the influence of Price Dispersion and Price Distribution on Internal Reference Price and Price-Attractiveness" (IIMK/WPS/192/MM/2016/03).

CONFERENCES

- The Influence of Memory based and Current price based Contextual Reference Prices on Internal Reference Price Based Focal Price Evaluations, to be presented in the *European Marketing Academy (EMAC) 47th Annual Conference*; Venue: University of Strathclyde, UK, to be presented on May 29-June 1, 2018 (with Atanu Adhikari).
- A Study of Online Price Dispersion in the Domestic Indian Airline Market, *Journal of the Academy of Marketing Science (JAMS) India Conference*; Venue: ISB Hyderabad; April 26-28, 2018 (with Prof. Atanu Adhikari).
- Buyer-Seller Amount-Price Equilibrium for Prepaid Services, *11th Indian Subcontinent Decision Sciences Institute (ISDSI) International Conference*, December 28-30, 2017; Hosted by Indian Institute of Management Tiruchirappalli, (with Prof. Atanu Adhikari).
- Impact of Advertised Reference Price on Purchase Intention: Role of Anchoring, Latitude of Expected Price and Uncertainty, *38th INFORMS Marketing Science Conference*, Shanghai, China, 2016 (with Prof. Atanu Adhikari).
- Classifying Digital Products for Marketing Decisions, *International Conference on Marketing, Technology, and Society*, organized by Indian Institute of Management Kozhikode, 2016, (with Prof. K. Purani).

WORK EXPERIENCE (Academic)

- Assistant Professor: *Apeejay School of Management, New Delhi; July 2008 – May 2013.*
- Lecturer: *Galgotias Institute of Management & Technology, Greater Noida; August 2006 – July 2008.*

ACADEMIC SERVICES

- Contributed as an **Assistant Editor** of *International Journal of Management Research (IJMR)*, which is a peer-reviewed journal published jointly by Apeejay Education Society, New Delhi (India) and Philadelphia University, Philadelphia (USA) (2011-13).

INSTITUTION BUILDING SERVICES

- Member of ACBSP accreditation core-committee at Apeejay School of Management, New Delhi (2011-13); worked intensively on ACBSP's Standard-4 (Measuring Student Learning Outcomes).
- Worked as Program Coordinator (PGDBM-International Business) at Apeejay School of Management, New Delhi (2011-13).

SELECT DOCTORAL COURSEWORK

Marketing: Marketing Models

Quantitative: Stochastic Modeling and Bayesian Statistics

Economics: Econometrics, Macroeconomics, and Game Theory

Others: Qualitative Research

EDUCATION

- **Fellow Program in Management (FPM) in Marketing** (2013-17): *Indian Institute of Management Kozhikode*
- **M.B.A. in Marketing** (2002): *L. N. Mishra Institute of Economic Development & Social Change, Patna (It is an autonomous institute under Magadh University, Boadh Gaya)*
- **BSc.(Hons), Physics** (1999): *Magadh University, Boadh Gaya*
- **Intermediate in Science, Mathematics** (1995): *Bihar Intermediate Education Council*
- **Matriculation** (1993): *Bihar Secondary School Examination Board*

OTHER RECOGNITIONS

- Attended 'ISB-IIMB Doctoral Consortium on Teaching 2017', organized by *Indian School of Business* and *Indian Institute of Management Bangalore*, and sponsored by *International School of Business Management (ISBM)*.
- Qualified UGC-NET (Management) examination in the year 2005.

Date: May 8, 2018

Place: Indore