

Updated: June 2024

SELECTED REFEREED PUBLICATIONS

[[Google Scholar](#)-2910; h-index-27; i-10 index-44 on June 7, 2024]

Avinash Kumar

Updated: June 2024

Management (Special Issue: Digitally enabled value co-creation at the bottom of the pyramid), 37(9-10), 914-961.

Singh, Ramendra, Yukti Sharma and Jitender Kumar, "A road less traveled in nostalgia marketing: Impact of spiritual wellbeing on effects of nostalgic advertisements," *Journal of Marketing Theory and Practice*, 29(3), 289-307.

Maity, Moutusy, and Ramendra Singh (2021), "Market Development and Value Creation for Low Socioeconomic Segments in Emerging Markets: An Integrated Perspective Using the 4A Framework," *Journal of Macromarketing*, 41(2), 373-390.

Sanyal, Shamindra Nath, Rabin Mazumder, Ramendra Singh and Yukti Sharma (2020), "Uncertainty and affluent teenagers' luxury buying-decision: The role

Updated: June 2024

Marketing Review (special issue on Cross-Cultural and Cross-National Consumer Research: Psychology, Behavior, and Beyond), 32(3/4), 366-388. **[ABDC A-listed journal]**

Singh, Ramendra, Madhupa Bakshi, and Prashant Mishra (2015), "Corporate Social Responsibility: Linking Bottom of the Pyramid to Market Development?" Journal of Business Ethics, 131(2), 361-373. **[ABDC A-listed journal]**

Vlachos, Pavlos A., Panagopoulos, Nikolaos G., Theotokis, Aristeidis, Singh Ramendra, and Singh Rakesh (2015), "How and When Do Corporate Social Responsibility Initiatives Impact on Customer-Facing Employees? Evidence from India and the Netherlands," International Journal of Human Resource Management, 25(22),

Updated: June 2024

Singh, Ramendra, and Abraham Koshy (2012), "A New Conceptualization of Salesperson's Customer Orientation: Propositions and Implications," *Marketing Intelligence and Planning*, 30(1), 69-82. **[ABDC A-listed journal]**

Singh, Ramendra, and Abraham Koshy (2011), "SALCUSTOR: A multi-dimensional scale for salesperson's customer orientation, and implications for customer-oriented selling: Empirical Evidence from India," *Journal of Global Marketing*, 24(3), 201-215. (Lead Article). **[ABDC C-listed journal]**

Singh, Ramendra (2011), "An exploratory investigation into the hierarchical linkages between salespersons' sales call activities and customers' psychosocial benefits and terminal values," *Journal of Indian Business Research*, 3(2), 103-116. **[ABDC C-listed journal]**

Singh, Ramendra, and Abraham Koshy (2011), "Does Salesperson's Customer Orientation Create Value in B2B Relationships? Empirical Evidence from India", *Industrial Marketing Management* (special issue on BRIC countries), 40(1), 78-85. **[ABDC A*-listed journal]**

Sy-Changco, A., Joseph, Chanthika Pornpitakpan, Ramendra Singh, and Celia Bonillia (2011), "Managerial Insights on Sachet Marketing Strategies and Popularity: Case Studies of Multinational Consumer Goods Companies in the Philippines, and China," *Asia Pacific Journal of Marketing and Logistics*, 23(5), 755-772. **[ABDC B-listed journal]**

A review article based on the above article has been published as, "Selling small can be big business: Putting a price on piecemeal purchases", *Strategic Direction*, 28(5), 6 – 8.

Singh, Ramendra, and Abraham Koshy (2010), "Determinants of B2B Salesperson's Performance: A Review and Synthesis of Literature", *Journal Syn*

Updated: June 2024

"SwitchON- O'Nergy: Social Innovation Challenges at the Bottom of the Pyramid" (with Menaka Rao) registered with IIM Calcutta Case Research Center [Won 2017 EFMD Case Writing Competition, in the "Sustainable Business Model" category].

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Updated: June 2024

Singh, Ramendra (2008), "Network Connectedness of Pharmaceutical Sales Rep (FLE)-Physician Dyad and Physician Prescription Behavior: A Conceptual Model", *Journal of Medical Marketing*, 8(3), 257-68.

Singh, Ramendra (2008), "Trust and Distrust in Salesperson- Supervisor Dyadic Relationship and Its Impact on Sales Performance: Few Propositions," *Global Business Review*, 9(1), 101-113.

BOOKS EDITED/PUBLISHED

Edited Book(co-edited with Tahir Wani), *Marketing to the Poor: Creating Value*, Routledge India, 2022.

Edited Book, *Bottom of Pyramid Marketing: Making, Shaping and Developing BOP Markets*, Emerald Publishing, 2019.

Sales and Distribution Management, Vikas Publishing House, 2015.

Cases in Business Marketing (co-edited with Pramod Paliwal, and Sudhir Yadav), Tata McGraw Hill Publishers, 2013.

Edited Book, *Case Studies in Marketing Management*, Pearson Education, 2012.

BOOK CHAPTERS

Tahir Ahmad Wani, Ramendra Singh, and Nikita Tyagi, "Micro-entrepreneurship as a Bottom-up approach for poverty eradication and sustainable development: An understanding of Marketing Exchange System to the Poor," in the Edited book: "Mark

BOOK REVIEWS

Tinu Jain, and Ramendra Singh (2011), "A Foundation Course in Human Values and Professional Ethics," by R.R. Gaur, Rajeev Sangal, and G.P. Bagaria, Excel Books, New Delhi, 2010, Journal of Human Values, 17(2), 185-188.

"Multicultural Intelligence, Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation," by David R. Morse, Paramount Market Publishing Inc., New York, 2009, Journal of Consumer Marketing, 27(5),2010.

"The Way We'll Be" by John Zogby, Random House Publishers, 2008; Journal of Consumer Marketing, 26(6), 2009, 461-62.

"Buying In" by Rob Walker, Random House Publishers, 2008, Journal of Product and Brand Management, 18(2), 2009, 160-61.

ANZM

"Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets" by Jagdish N. Sheth and Rajendra S. Sisodia, Sage Publications, 2006, Vikalpa (Oct-Dec), 2008, 138-140.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

"Non-Dualism for Customer-Centricity in the Service Context," (with Yukti Sharma), presented in the 9th INDAM Conference 2024, January 11-13, 2024 (awarded Best Paper:Runner-up in Responsible Marketing Track).

"Dignity-Armoring in Transactional Subsistence Marketplaces," (with Sarthak Mohapatra and Srinivas Venugopal), ANZMAC Conference 2023, New Zealand, December 4-6, 2023.

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Updated: June 2024

"Developing Access to Markets and People: An Empirical Investigation of 4A Framework in Five Asian BOP Markets," (co-authored with Moutusy Maity), EMAC 2017 Conference, Netherlands, May 23-26, 2017.

"The Mediation Impact of Selling Skills on Emotional Regulation- Sales Performance Linkages," (co-authored with Rakesh Singh, and Diptiman Banerjee), EMAC 2016 Conference, Oslo, Norway, May 24-27, 2016.

"The Shopping Stress and the BOP consumer: An Emergent Perspective" (co-authored with Srabanti Mukherjee) presented and published in the ANZMAC 2015 Conference Proceedings, Sydney, Australia, November 28-29, 2015.

"Market Separations for BOP Producers: Case Study on Market Development for Chanderi Cluster Weavers in India" (with Pratik Modi, and Sharad Agarwal) in Emerging Markets Conference Board, Dubai, UAE, January 20 -22, 2015.

"Market Development at Bottom of the Pyramid Using Corporate Social Responsibility? An Empirical Investigation of Indian Firms" (with Madhupa Bakshi), Second Pan-IIM World Management Conference, Kozhikode, November 5-8, 2014.

"CSR in Emerging Markets: Engagement and Local Communities in India" (with Sharad Agarwal), 2nd Biennial Africa Academy of Management (AFAM) Conference, January 8-11, 2014, Botswana.

"Drivers of Salesperson's Customer Orientation – A Work Value Perspective" (with Rakesh Singh) presented at International Conference on Research in Marketing, Dec 21-22, 2013, New Delhi.

"Redefining Corporate Social Responsibility to Extend

Updated: June 2024

"The Moderating Role of Job Satisfaction Facets on Salespeople's Reactions to Corporate Social Responsibility: Evidence from India, and the Netherlands," (with Pavlos Vlachos, Nikolaos Panagopoulos, Rakesh Singh, and Aristeidis Theotokis), AMA Winter Marketing Educators' Conference, Austin, USA, 18-20 February 2011.

"Does Life Happiness and Attachment with Service Usage Impact Attitude? An Exploratory Study of Young People's Use of Text Messaging," (with Joseph A. Sy-Changco, Xie Yi, and Suwichit Chaidaroon), Global Marketing Conference, Tokyo, September 9-12, 2010.

"The Empirical Study of Indian Consumers' Involvement and Redemption Behavior of Credit Card Reward Programs" (with Matthew Tingchi Liu, James L. Brock, and Joseph A. Sy-Changco), Global Marketing Conference, Tokyo, September 9-12, 2010.

"Salesperson's Karma Orientation: A Conceptual Framework and Research Propositions," (with Rakesh Singh), AMA Marketing Educators Conference (winter), New Orleans, USA, February 19-22, 2010.

"Mini-sizing consumption or whetting the appetite? Managerial insights on sachet marketing strategies of consumer goods companies" (with Joseph A. Sy-Changco, and Chanthika Pompitakpan), ANZMAC Annual Conference, Australia, 30 Nov-2 Dec, 2009.

"Salesperson's Customer Orientation: Does it differ across B2B and B2C Contexts?" (with Abraham Koshy), AMA Summer Marketing Educators' Conference, Chicago, USA, August 7-10, 2009.

"Why does Salesperson's Customer Orientation differ across B2B and B2C Contexts?" (with Abraham Koshy, and Prathap Oburai), Academy of Marketing Conference, Leeds, UK, July 7-9, 2009.

"Exploring The Salesperson's Sales Call Activities-Selling Effectiveness Linkages from Customers' Perspective Using Means-End Chain Theory Approach", (with Joseph A. Sy-Changco), 38th EMAC Conference, Nantes, France, May 26-29, 2009.

"Does Life Happiness and Attachment with Service Usage Impact Attitude? An Exploratory Study of Young People's Use of Text Messaging," (with Yi Xie, and Joseph A. Sy-Changco), 38th EMAC Conference (Poster), Nantes, France, May 26-29, 2009.

"Utilitarian Benefits as Driver of Perceived Value in Mobile Text Messaging Usage among Young Students in Korea: An Exploratory Study," (with Joseph A. Sy-Changco, Xie Yie, and Jeong Ho Choi), KAMS Spring International Conference and Fashion Marketing Symposium (jointly held by Korean Academy of Marketing Science and Seoul Metropolitan Government), Ewha Womans University, Seoul, Korea, May 16, 2009.

"Salesperson's Customer Orientation: Conceptualization, Measurement and Impact in Selling Situations," (with Abraham Koshy), Houston Conference in Selling and Sales Management, Houston, USA, April 2-4, 2009.

"Salesperson's Customer Orientation as a Multi-dimensional Construct: A Review and Reconceptualization", 24th National Conference in Sales Management, Norfolk, USA, March 25-28, 2009.

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"Embeddedness of Pharma Company-Physician Dyad and Physician Prescription Behavior: A Conceptual Model and Empirical Assessment" Second Biennial Conference on Enhancing Sales Force Productivity (co-sponsored by Marketing Science Institute in collaboration with International Journal of Research in Marketing), Christian-Albrechts-University at Kiel, Germany, May 23-25, 2008.

EDITORSHIP AND REVIEWING

Editorial Experience

Special issue Co-Editor, Journal of Human Values on *Sustainability, Ethics and CSR practices in post-pandemic times*[May 2023]
Special Issue Co-Editor, Journal of Global Marketing, on *Marketing to the Poor, Disadvantaged and marginalized Consumers: A Global Perspective*, 34(4), 2021.
Special Issue Editor, Journal of Indian Business Research, on *Sustainability and Business*, Vol 11(2), 2019.
Special Issue Editor, Journal of Global Marketing, on *Marketing Challenges and Opportunities in India*, Vol 31(2), 2018.
Special Issue Editor, International Journal of Business and Emerging Markets, on *CSR in a Globalized World: Emerging Issues and Challenges*, Vol 10(2), 2018.
Special Issue Co-Editor, Marketing Theory, on *Markets & Marketing at the Bottom of the Pyramid*, Vol 17(3), 2017.
Special Issue Co-Editor, Decision, on *Re-thinking Marketing*, 42(4), 2015.
Special Issue Co-Editor, International Journal of Pharmaceutical and Healthcare Marketing, on *Healthcare at the Bottom of the Pyramid*, Vol 9(3), 2015.
Special Issue Editor, International Journal of Business and Emerging Markets, on *Marketing to the Bottom of the Pyramid: Key Challenges and the Way Ahead*, 6(4), 2014.
Special Issue Editor, Marketing Intelligence & Planning, on *MARCON 2012 at IIM Calcutta* 32(5), 2014.
Special Issue Co-Editor, Journal of Business & Industrial Marketing, on *Business-to-Business Marketing Practices in India*, Vol 27(3), 2012.
Executive Editor, Sustainability Marketplaces Journal(2021 onwards)
Associate Editor(South Asia), Journal of Global Marketing(Jan 2022 onwards)
Regional Editor (Asia), International Journal of Business and Emerging Markets (2016-May 2023)
Membership of Editorial Review Boards: Journal of Business Research, Industrial Marketing Management, Journal of Business & Industrial Marketing, International Journal of Consumer Studies, Journal of Research in Interactive Marketing.
Ad hoc Reviewer for Journals: Journal of Academy of Marketing Science; European Journal of Marketing; Marketing Theory, Business & Society; Journal of Personal Selling and Sales Management.

INDUSTRY EXPERIENCE [1996-2000; 2003-05]

ICI Bank Ltd -Manager-Business Development (SME Group).
SR Limited-Manager- New Products & Business Development (C.F. Business).
SB Capital Markets- Associate.
INDAL Hydro Extrusions Ltd.-Executive-Market Development
Esso Petroleum (I) Pvt Ltd (A liate of Exxon Mobil)-Sales Executive (Lubricants).
Indian Oil Corporation Ltd (Marketing Division)-Operations Officer.

TEACHING EXPERIENCE

IIM Calcutta

Sales & Distribution Management to MBA 2nd year students (elective course; 2011-13; 2018; 2022-23), and PGPEX Students (elective course; Jan-March 2012; 2013).
Marketing to Bottom-of-Pyramid Consumers to PGP2 students (elective course; 2010-18; 2022-23).
Marketing Management-I [MK 101] to PGP1 students (2010-23).
Marketing Management-II [MK 102] to PGP1 students (2014-15; 2019).
Marketing Game based on CAPSTONE Business Simulation to MBA 1st year and 2nd year students (2010-13).

Visiting Faculty

IIM Sambalpur[2024]; IIM Kashipur [2018; 2019; 2020]; IIM Ranchi [2017;2019]; IIM Bodh Gaya [2016; 2018]; IIM Shillong [2015; 2023]; IIM Rohtak [2014]; XLRI Jamshedpur [2014]; Indian Institute

Updated: June 2024

of Foreign Trade, Kolkata [2013,2014]; National Institute of Design, Ahmedabad [2009]; Gedu College of Business Studies, Bhutan [2010; 2012]

EXECUTIVE EDUCATION, CONSULTING & TRAINING

Updated: June 2024

Member, PGPEX-VLM Committee [2016-18]
Group Coordinator, and member, PGP committee [2014-16]
Member, Admissions Committee [2014-16]
Member, FPR Committee, IIM Calcutta [2012-14; 2021-22]
Member, Post Graduate Diploma in Business Analytics Committee (PGDBA) Committee [2015-16]
Member, MARCON Conference Organizing Committee – 2010; 2012, 2014.
Member, Management Game Committee-2010-2013.

OTHER SERVICE

Member, Board of Studies at School of Management, BML Munjal University
Member, Board of Studies at Department of Management Studies, HBTU, Kanpur
Thesis Advisory Committee member, Ms Garima Saxena (XLRI Jamshedpur)
Mentor, 2012 AABS/Emerald Case Competition.
Director, IIT-BHU Global Alumni Association [2013-15]; Deputy-Director (External Affairs), IIT-BHU Global Alumni Association [2009-11].

PAST PROFESSIONAL AFFILIATIONS

Member, American Marketing Association (AMA).
Member, European Marketing Association (EMAC).
Member, Global Sales Science Institute (GSSI)

PATENTS & COPYRIGHTS

Registered copyright (registration no L-83002/2019) on "Marriage Insurance" (co-owner of copyright).
Patent on, "System and Method for processing text-based electronic documents". (Patent Number- 513699; Date of Patent- 14/08/2020)

PERSONAL DETAILS

Birth Date – April 20, 1973. Marital Status- Married; one son.