

Updated: December 2024

Avinash Kumar, Ramendra Singh, Piyush Kumar Sinha, and Rajesh Gupta(2024), "Entrepreneurial Competencies Influence Subjective Well-Being of Subsistence Entrepreneurs: Examining the Mediating Role of Business Performance," accepted in Journal of Small Business Management.

Priyavrat Sanyal, Rakesh Kumar Singh, and Ramendra Singh (2024), "Making of a social buyer: The role of knowledge capital authenticity and inter-firm communication in B2B sales situations," Journal of Marketing Theory and Practice.

Yupal Shukla, Ramendra Singh, Prabhat Dwivedi, and Ravi Chatterjee (2023), "Wellbeing Implications of BoP Marketing: A Service Ecosystem Approach," Journal of Services Marketing, 37(7), 883- 894.

Kirti Sharma, Sangeeta Trott, Sunil Sahadev, and Ramendra Singh

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 of avoidance-related indecisiveness," *Journal of Retailing and Consumer Services*, 58(January).

Garg, Ruchi., Ritu Chhikara, Ramendra Singh, Gautam Agarwal, Vishal Talwar, and Vedant Mehra, (2020), "A qualitative study to understand the factors affecting the adoption of glass fiber-reinforced gypsum (GFRG) as a sustainable building technology: insights from Indian construction industry", *Construction Innovation: Information, Process*,

Updated:

Updated: December 2024

Singh, Ramendra, and Abraham Koshy (2011), "SALCUSTOR: A multi-dimensional scale for salesperson's customer orientation, and implications for customer-oriented selling: Empirical

*Agroy: Creating Value thr

Singh, Ramendra, Rodolfo P. Ang, and Joseph A. Sy-Changco (2009), "Buying Less, More Often: An Evaluation of Sachet Marketing Strategy in an Emerging Market," *The Marketing Review*, 9(1), 3-17.

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: "Marketing to the Poor: Creating Value", Edited by Ramendra Singh and Tahir A. Wani, Routledge. ISBN: 978-103-23-1829-5, 2022.

Ramendra Singh, and Sharad Agarwal, "Demystifying CSR and corporate sustainability, and its impact on the bottom of the pyramid," to be published in *Essays on Sustainability and Management: Emerging Perspectives*. Editors: Runa Sarkar and Annapu

Updated: December 2024

"Salesperson's Self Leadership and Performance: The Role of Salesmanship Skills," (co-authored with Rakesh Singh, and Diptiman Banerjee), Global Sales Science Institute Conference, Mauritius, June 6-9, 2017.

"Developing

Updated: December 2024

"SALCUSTOR: A multi-dimensional scale for salesperson's customer orientation and implications for customer-oriented selling," (with

Management

Updated: December 2024

Program for Young Managers (2013-15), and *Senior Management Programme* (2014-16)-Satellite based Long Duration

Updated: December 2024

PhD Thesis Advisor: Mr Diptiman Banerji (2019), Mr Sarthak Mohapatra (2025 expected).
PhD Thesis Advisory Committee member, Ms Sarada Devi, Ms Ridhi Agarwal, Mr Rishikesan Parthiban, Mr Kumar Shreshtha.
Member, CMDP [September 2021-April 2022]
Member, IIM Calcutta Case Research Center [2021 onwards]
Member, Management Center for Human Values [2021-April 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

and