

Selling the Prospective Unsaleables:

Evaluating the attractiveness of a promotion in Clearance sales

Doctoral Candidate

Gurugubelli Prasanna Kumar

DP/01/19

Marketing Group

Thesis Advisory Committee

Prof. Prashant Mishra (Jt. Thesis Advisor & TAC Chair)

Prof. Saravana Jaikumar (Jt. Thesis Advisor & TAC Chair)

Prof. Chetan Joshi (TAC Member)

consumer responses to such promotions. We conduct five experimental studies and provide empirical evidence supporting our hypotheses. Findings of this research have significant managerial implications and theoretical contributions.