

Curriculum Vitae

Dr. Piyush Kumar Sinha

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Education:

Ph.D. : Sardar Patel University, Gujarat 1986

M. Com. : Sardar Patel University, Gujarat 1981

BBA : Sardar Patel University, Gujarat 1979

Teaching Experience:

A. Full Time:

1. Professor, Marketing, Indian Institute of Management, Ahmedabad, since December 2004. Teaching, Research and Consulting in Retailing, and Marketing Management.
2. Associate Professor, Marketing, Indian Institute of Management, Ahmedabad, October 2001 – November 2004. Teaching, Research and consulting in Retailing, and Marketing Management.
3. Professor and Dean, Mudra Institute of Communications, Ahmedabad. June 1999 – October 2001. Teaching, Research and consulting in Marketing Management, Marketing Communication and Research.
4. Associate Professor, Mudra Institute of Communications, Ahmedabad, January 29, 1993 – January 28, 1995. Teaching, Research and consulting in Marketing Management, Marketing Communication and Research.
5. Visiting Faculty, Indian Institute of Management, Bangalore, July 1, 1991- January 20, 1993. Involved in research, consulting and executive training projects besides teaching marketing.
6. Served as Associate Professor (Marketing) at Xavier Institute of Management, Bhubaneswar, July 1, 1998 - June 30, 1991. Subjects handled in teaching students

and executives in the areas of Rural Marketing, Marketing for Governmental and Non-Governmental organisations, and Services Marketing.

7. Taught as Lecturer (Management and Marketing) at BJVM, Vallabh Vidyanagar, Gujarat, Sept 1, 1981 - June 30, 1998.

B. Visiting Assignments:

1. S P Jain Institute of Management and Research, Dubai, 2005
2. Multi-Media University, Malaysia, April – May, 2004
3. Indian Institute of Management, Ahmedabad, January – March, 2001
4. Indian Institute of Management, Ahmedabad, October 2000 – January 2001
5. Indian Institute of Management, Calicut, July – October, 2000
6. Indian Institute of Management, Ahmedabad, January – April, 1999
7. Nirma Institute of Management, Ahmedabad, 1997 - 2001
8. Goa Institute of Management, December, 1995
9. S P Jain Institute of Management and Research, Bombay, 1996

Managerial Experience:

1. Marketing Manager, Rasna Enterprises Ltd. September 1998 - June 1999. Assignment included development of advertising strategy, campaign planning and research. Rasna is a leading brand of soft drink concentrate of India. It has a market share of more than 90%.
2. Marketing Manager, Gujarat Gas Company Ltd. February 1995 - September 1998. This assignment involved marketing of LPG. Since this was the first time that the company was entering the business, I was involved in developing the Marketing and Communications Strategy, Quality Strategy as well as Human Resources Planning.

Special Training Undertaken:

1. 3-Tier Middle Level Management Programme, IIMA, 1997
2. Business Process Re-Engineering, 1997
3. Internal Audit for ISO - 9002, 1997
4. Workshop on Case Writing in Dhaka, 1989.

Research Interests:

1. Retailing; Shopping; Point of Purchase Communication
2. Strategy Formulation for Media

Research Work Published and Presented:

Papers and Presentations

Retailing

1. Sinha Piyush Kumar and Uniyal Dwarika P, "Great Expectations: Understanding Shopper Expectations and Shopper Profile", Working Paper, MICA, 2002
2. Sinha P K, "The World within the Shop", Praxis – Business Line Journal of Management, (January 2002), 43 – 49.
3. Sinha Piyush Kumar, Banerjee Arindam and Uniyal Dwarika, "Deciding Where to Buy: Store Choice Behaviour of Indian Shoppers", Vikalpa, No. 2, (2002), 13 - 27.
4. Banerjee Arindam and Sinha Piyush Kumar, "Determinants of Store Choice in a Developing Market" , presented at the Marketing Science Conference at the University of Alberta in Edmonton, Canada, June 27-30, 2002
5. Sinha Piyush Kumar, "Impact of Formats on Retailer's Brand: A Theoretical Analysis", Working Paper, Indian Institute of Management, Ahmedabad, November, 2002.
6. Sinha Piyush Kumar, "Segmenting Shoppers on Their Behaviour", Working Paper, Indian Institute of Management, Ahmedabad, December, 2002
7. Anuradha Mohan Kumar, Sinha Piyush Kumar and Rajneesh Krishna, "Kids in a Kirana Store: Building a Case for Retail Communication", Journal of Brand Management, Vol. 10 (3), February 2003, pp. 219 - 232.
8. Sinha Piyush Kumar, "Shopping Orientation in the Evolving Indian Market", Vikalpa, Vol. 28 (2), April - June, 2003, pp. 13 - 22.
9. Sinha Piyush Kumar and Dwarika Prasad Uniyal, "Segmenting Shoppers on Their Behaviour", Paper presented at the 10th EIRASS Conference at Portland, USA, August, 2003.
10. Sinha Piyush Kumar and Prasad PV, "Reference Prices - Impact of Shopper's Behaviour at the Store", Decision, Vol 31 (1), January – June 2004, pp. 19 - 50.
11. Sinha Piyush Kumar and Dwarika Prasad Uniyal (2005), "Using Observation Research for Segmenting Shoppers", Journal of Retailing and Consumer Research, Vol. 12, pp. 35 – 48. (Forthcoming)
12. Sinha Piyush Kumar and Banerjee Arindam (2004), "Store Choice in an Evolving Market", International Journal of Retail and Distribution Management, Vol. 32 (10), pp. 482 – 494.

13. Dholakia Nikhilesh and Sinha Piyush Kumar, "Observations on Observation in India's Dynamic Urban Markets", Accepted at FQS: Forum Qualitative Sozialforschung / Forum: Qualitative Social Research [On-line Journal]
14. Sinha Piyush Kumar (2004), "Using Transaction Utility Approach for Retail Format Decision", Working paper, Indian Institute of Management, Ahmedabad
15. Waterschoot Walter van, Kenhove Patrick van, Wulf De Kristof and Sinha Piyush Kumar(2005),"Consumer Learning and Store Choice", Paper presented at the International Conference on Marketing Paradigms for Emerging Economies, India, 2005.
16. Waterschoot van Walter, Lievens Annouk, Sinha Piyush Kumar and Haes Joeri De, "The Classic Conceptualisation and Classification of Distribution Service Outputs – Time for a Revision?", Working paper, Indian Institute of Management, Ahmedabad
17. Sinha Piyush Kumar, Mathew Elizabeth, Kansal Ankur, "Format Choice of Food and Grocery Retailers" Working Paper. 2005-07-04, IIMA
18. Waterschoot Walter van, Kenhove Patrick van, Wulf De Kristof and Sinha Piyush Kumar(2007),"Consumer Learning and Store Choice", Paper accepted at Journal of Retailing and Consumer Research, Netherlands, published by Elsevier
19. Sanjeev Tripathi and Sinha Piyush Kumar, "Family and Store Choice", Working Paper 2006-11-03, IIMA
20. Sinha Piyush Kumar and Subhashini Kaul, "Impact of Expressiveness value of Service on Satisfaction and Patronage intentions", paper presented at the 2nd IIMA International Conference on Research in Marketing, 2007.
21. Sinha Piyush Kumar, Sanjay Kumar Kar and B.B. Mishra, "Category Management Practices in India", paper presented at the 2nd IIMA International Conference on Research in Marketing, 2007.
22. Sinha Piyush Kumar and Kar Sanjay Kumar, "An Insight into the Growth of New Retail Formats in India", Working Paper No. : 2007-03-04, IIMA
23. Sinha Piyush Kumar and Dwarika Prasad Uniyal, "Measurement of Shopping Involvement: A Scale Development Approach", paper presented at the 2nd IIMA Sinha International Conference on Research in Marketing, 2007.
24. Sinha Piyush Kumar and Sanjeev Tripathi "Family and Store Choice", under review with Academy of Marketing Science Review, a referred academic journal ISSN 1526-1794, published by Academy of Marketing Science , USA.
25. Sinha Piyush Kumar, Prithvi Singh and Sanjeev Tripathi, "Format Choice in Grocery Retailing", to be presented at the EIRASS International Conference, USA.
26. Sinha Piyush Kumar, Prithvi Singh and Sanjeev Tripathi, "Format Choice in Grocery Retailing", Under Review at Journal of Retailing and Consumer Research, Netherlands, published by Elsevier

Marketing

27. "The Problem of Problem Solving", BMA Mgt. Review, March, 1989.
28. "Are Advertisement Offered as Wanted?", Marketology, July-August, 1989.

29. "Pricing of a Technical Input: A case of Cattlefeed Manufactured by Cooperative Units in India", *Management and Labour Studies*, October 1989.
30. "Distribution of Cattlefeed under 'Anand Pattern'", *Decision*, October, 1989.
31. "Middleman: A Catalyst in Rural Development", paper accepted for the 43rd Conference of the Indian Commerce Association, Jammu, 1989.
32. "Promotion of a Technical Input" A case of Cattlefeed marketed by Cooperative Enterprises in India", *NMIMS Management Review*, June-Dec. 1990.
33. "Marketing of Cattlefeed manufactured by Cooperative Enterprises in India", paper presented at the 3rd International Conference on Marketing and Development, New Delhi, 1991.
34. "Designing Service Strategy", paper presented at the First National Seminar on Service Marketing organised by IGNOU and XLRI, New Delhi, 1991. Later included in the text material for the course in Service Marketing.
35. "Emerging Service Sector in India" *IIMB Management Review*, Jan-Dec. 1991.
36. "Communication in Service Marketing", *A & M*, September 1992, New Delhi.
37. "Passing up a Star Opportunity", *Economic Times*, February 17, 1992, Ahmedabad.
38. "Reaching Rural Consumers through Kasbas", paper presented at the Seminar on Rural Markets: Future is Now, MICA, February 6, 1993.
39. "Paradigm Shift", *Journal of Best Practices in Media and Marketing*, August, 2000
40. "Brand – Media Fit: From Quantity to Quality", *Journal of Best Practices in Media and Marketing*, December, 2000.
41. "Truth About POP", *POP Today*, June – July, 2001, pp. 37 – 40.
42. "Rural POP", *POP Today*, Aug - Sept, 2001, pp. 22.
43. Sinha P K and Singh Anuj, "Competing in a Duopolistic Market – A Case of Newspaper Industry in India", presented at the International Conference in Business Management, Nirma Institute of Management, Ahmedabad, January 2002.
44. Sinha P K and Singh Anuj, "Radio Renaissance" *Journal of Best Practices*, (Jan 2002).
45. Sinha P K and Singh Anuj, "Strategic Alliance: From Competition to Co-opetition", *NMIMS Management Review*, (February 2002), 18 – 27
46. Sinha Piyush Kumar and Parihar Kunjesh, "Dainik Bhaskar", *Asian Case Research Journal*, Vol. 6 (2), December 2002, pp. 167 - 204
47. Ravichandran N and Sinha Piyush Kumar (2004), "Cool King Limited", *Asian Journal of Management Cases*, Vol. 1 (2), pp. 147 – 160.
48. Sinha Piyush Kumar and Jain Abhinav (2005), "Pricing of Critical Products in an Emerging Economy - A Value Based Approach", Paper presented at the International Conference on Marketing Paradigms for Emerging Economies, India, 2005.
49. Sinha Piyush Kumar and Prathap Oburai (2007), "Marketing in Emerging Economies", *The Marketing Book*, Baker M J and Hart Susan (Eds.), Butterworth Heinemann, Elsevier (forthcoming)
50. Pandya Darshan, Sahu Subrat and Sinha Piyush Kumar, "Role of Dynamic Capability and Information Technology in Customer Relationship Management", Under Review at *Vikalpa*, IIMA
51. Pandya Darshan, Sahu Subrat and Sinha Piyush Kumar, "Dynamic Capabilities for Customer Relationship management: Roots of Competitive Advantage", under review

with Academy of Marketing Science Review, a referred academic journal ISSN 1526-1794, published by Academy of Marketing Science, USA.

52. Pandya Darshan, Sahu Subrat and Sinha Piyush Kumar, "Peculiarity of Customer Relationship in Asia", Under Review at International Journal of Information Management, Elsevier

Cases

1. Will the Breeze Come Back? Written at the Workshop on Case writing organised by AMDISA, Decca, 1989: Advertising Case for Re-launch.
2. Konark Television Limited. Written with James Nelson, University of Colorado, 1990: Case for Distribution Channel Management for Durables.
3. Tractors and Farms Equipment Limited: Service Support for Tractors.
4. Dhara Mustard Oil: Launch of Brand Extension.
5. Milcent Flour Mill: Launch of a Household Product.
6. Dainik Bhaskar: Launch of a Newspaper in a Monopolistic Market
7. Dainik Jagran: Marketing Strategies for Achieving Leadership Position
8. ABC Inc. - Choosing a Process for Managing Customer Expectations
9. Blue Star Limited: Packaged Air-conditioning Division
10. Cool King Limited: To Be or Not To Be in the Window Air-conditioners
11. Cool and Chill Service: Delivering World Class Service
12. Purna Stores – Store Layout
13. Meubles – A Home and Building Store
14. Planet Health: Market Entry and Plan Development for Achieving Sustainable CA
15. Rexroth Bosch (I) Limited: Business Strategy
16. Crossword – Managing Loyalty Programmes
17. Divya Bhaskar: Managing Advertising Revenues
18. Aadhaar – Rural retailing
19. Girish Food Store – Category Management
20. Aakaash Book Store – Store Location
21. SEWA – ICT

Books

1. Emerging Trends in Indian Marketing (Ed.), Academic Foundation, Delhi, 1991.
2. Service Marketing: Text and Readings, Himalya Publishing House, Bombay, 1994.
3. Retail Management (to be published by Oxford University Press)

Consulting

In-Company Training Programmes

1. Tata Infotech Limited (July, 02)	Marketing Module and Project Guidance
2. Oriental Bank of Commerce (Aug, 02)	Co-Ordination and Marketing Module
3. TELCO at TMTC, Pune, (Sept, 02)	Marketing Sessions
4. Tata Infotech Limited (Nov, 02)	Marketing Session and Project Evaluation
5. Blue Star, (Jan, 2003)	Co-Ordination and Marketing Module
6. INDEXT – C (March, 2003)	2 – Day Workshop
7. KVIB (March, 2003)	1 – Day Workshop
8. Hero Honda	3 Days Markstrat
9. Eicher Motors	3 Days Markstrat
10. IDEA Cellular	Marketing Module
11. Vijaya Bank	Marketing Module
12. Bharati Limited	Marketing Module
13. Bosch Rexroth (I) Ltd.	Co-Ordination and Marketing Module
14. Zydus Cadila	Marketing Module
15. Vaishnavi Communications	Co-Ordination and Marketing Module
16. Bank of Baroda	Marketing Module
17. Ernst and Young	Marketing Module
18. Bharat Petroleum	Coordination and Retailing Module
19. Infosys	Retailing Sessions
20. Blue Star, (Nov, 2005)	Co-Ordination and Marketing Module
21. Blue Star, (Feb, 2006)	Co-Ordination and Marketing Module
22. IIPM	Co-Ordination and Retail Module

Projects

1. Siemens: Service Strategy
2. Wagh Bakeri: Brand Strategy
3. Newgen Software: Marketing Strategy
4. BSNL: Appointment of Distributors and Dealers
5. Gujarat Government: Communication Strategy Destigmatisation of Mental Illness
6. Bharat Petroleum Corporation Limited (On Behalf of the Industry): Retail Outlet Profitability and Marketing Expenses
7. Ministry of Agriculture, Government of India, Expert Member of the National Horticulture Mission
8. Indian Oil Corporation Limited (On Behalf of the Industry): Network Expansion Under Competitive Challenges

Management Development Programmes Conducted:

- Retail Management
- Retail Communication
- Media Marketing
- Service Marketing
- Marketing Strategy
- Brand Management