



Name	Dr. NEERAJ PANDEY
Area	MARKETING
Email	npandey@nitie.ac.in neerajpandey100@gmail.com

Educational Qualifications

MBA, Ph.D., Post-Doc (Johns Hopkins University, USA)

Academic Affiliation

Area Coordinator, Marketing Area

Associate Professor, Marketing Area

Coordinator, Consumer Insights Centre

Professional Affiliations

Editorial Board Member, AIMS International Journal of Management

Coordinator, NITIE Case Development Centre (Oct. 2015 to Feb. 2018)

Professor Incharge – Research (Nov. 2015 to June 2017)

Visiting Faculty at IIM Kozhikode, IIM Raipur, IIT Bombay

Editor-in-Chief, Udyog Pragati – The Journal of Practicing Managers; Journal published by NITIE Mumbai (Nov. 2015 to June 2017)

Editorial Board Member, European Journal of Business and Management

Member, LinkedIn and Branding Committee

Editorial Advisory Board Member, Innovations in Services Marketing and Management: Strategies for Emerging Economies., Book published by IGI Global

Member, Board of Examinations, Indian Institution of Industrial Engineering (IIIE), Navi Mumbai (2009-2012)

FDP in Management from IIM Ahmedabad (2006-2007)

CITI (Collaborative Institutional Training Initiative) Certification for Social and Behavioural Responsible Conduct of Research conducted by University of Miami, USA

Area Of Research

Pricing in Healthcare, Digital Marketing, Social Media Marketing, B2B Marketing, Marketing Models, Services Marketing, Low Cost Marketing, IPR Management

COURSES TAUGHT:

MBA/PGP

Pricing, Digital Marketing, B2B Marketing/Industrial Marketing, Services Marketing, Marketing Research, Service Operations Management, Intellectual Property Rights, Business Research Methods, Marketing Management

Ph.D./Fellow Program

Marketing Models, Measurement and Data Analysis in Marketing

Publications: Books/Articles/ Cases

BOOK

Pandey, Neeraj and Singh, Gaganpreet, *Marketing Issues in SMEs: Cases from India*, Pearson Education, First Edition, 2012

Pandey, Neeraj and Dharni, Khushdeep, *Intellectual Property Rights*, PHI Learning, First Edition, 2014

SELECTED JOURNAL PUBLICATIONS

Pandey, N. & Thombal, A. (2018). Why Stents Are Expensive: Drivers of High Prices in Emerging Markets", *Health Marketing Quarterly*, 35 (3) (in Press)

Keskar, M. Y. & Pandey, N. (2018). Internet Banking: A Review (2002-2016). *Journal of Internet Commerce* (in Press), <https://doi.org/10.1080/15332861.2018.1451969>

Tripathi, A., & Pandey, N. (2018). Does impact of price endings differ for the non-green and green products? Role of product categories and price levels. *Journal of Consumer Marketing*, 35(2), 143-156. <https://doi.org/10.1108/JCM-06-2016-1838>

Tripathi, A., & Pandey, N. (2018). Are Nine-Ending Prices Equally Influential in Eastern Culture for Pricing Green Products?. *Journal of International Consumer Marketing*, 1-14. <https://doi.org/10.1080/08961530.2017.1384711>

Pandey, N., & Maheshwari, V. (2017). Four decades of coupon research in pricing: Evolution, development, and practice. *Journal of Revenue and Pricing Management*, 16(4), 397-416. <https://doi.org/10.1057/s41272-016-0076-7>

Singh, G., & Pandey, N. (2017). Determinants of celebrity-owned brands leveraging price premium. *Journal of Fashion Marketing and Management: An International Journal*, 21(3), 361-384. <https://doi.org/10.1108/JFMM-11-2016-0099>

Pandey, N., Mehta, N., & Roy, S. B. (2017). Semiconductor Pricing Strategy in USB Market: A Market Leader's Dilemma. *Business Perspectives and Research*, 5(1), 1-10. <https://doi.org/10.1177/2278533716671614>

Tripathi, A., & Pandey, N. (2017). Price framing literature: Past, present, and future. *The Marketing Review*, 17(3), 307-336. <https://doi.org/10.1362/146934717X14909733966245>

Patwardhan, A. A., Pandey, N., & Dhume, S. M. (2017). Integrated model for understanding Indian physicians' internet usage pattern: An empirical approach. *International Journal of Healthcare Management*, 10(1), 19-33. <https://doi.org/10.1080/20479700.2016.1270385>

Pandey, N. (2015). Havells India Limited: Transition from an Industrial Brand to a Consumer Brand. *Vikalpa*, 40(3), 383-387. <https://doi.org/10.1177/0256090915600296>

Singh, G., & Pandey, N. (2015). Leveraging return policy for price premium. *Journal of Revenue and Pricing Management*, 14(4), 276-292. <https://doi.org/10.1057/rpm.2015.19>

Singh, G., & Pandey, N. (2015). Revisiting three decades of price premium research in marketing: a literature review. *International Journal of Revenue Management*, 8(3-4), 219-240. <https://doi.org/10.1504/IJRM.2015.073817>

Patwardhan, A. A., Pandey, N., & Dhume, S. M. (2014). Leveraging technology adoption model for examining internet usage among physicians' in changing Indian pharmaceutical marketing context: A structural equation modeling approach. *Journal of Medical Marketing*, 14(4), 201-211. <https://doi.org/10.1177/1745790415583733>

Pandey, N., & Jaiswal, A. K. (2014). Change management: a case of state power utility in India. *Asian Case Research Journal*, 18(01), 61-80. <https://doi.org/10.1142/S0218927514500035>

Srivastava, V., Pandey, N., & Sharma, H. (2009). Identifying product attributes through conjoint analysis with special reference to Color Doppler. *Journal of Medical Marketing*, 9(4), 319-328. <https://doi.org/10.1057/jmm.2009.35>

CASES STUDIES

"Responding to 4G Telecom Pricing War: Ignore, Accommodate or Retaliate", Emerald Emerging Markets Case Studies, 2018, Vol. 8, No. 3, pp. 1-12

"Nestle Maggi: Pricing and Repositioning Challenge of Recalled Product", 2016, Ivey Publishing, Richard Ivey School of Business, pp. 1-9
(Also available at <https://hbr.org/product/nestle-s-maggi-pricing-and-repositioning-a-recalled-product/W16344-PDF-ENG>)

"Marketing at Nyassa", 2016, Ivey Publishing, Richard Ivey School of Business, pp. 1-11
(Also available at <https://cb.hbsp.harvard.edu/cbmp/product/W16064-PDF-ENG>)

"ALLISCO: Pricing Multiple Joint Products", Emerald Emerging Markets Case Studies, 2015, Vol. 5, No. 4, pp. 1-12
(<http://www.emeraldinsight.com/doi/abs/10.1108/EEMCS-09-2014-0214>)

"Malaysia Airlines: The Marketing Challenge after MH370 and MH17", 2015, Ivey Publishing, Richard Ivey School of Business, pp. 1-14
(Also available at <https://cb.hbsp.harvard.edu/cbmp/product/W15214-PDF-ENG>)

"Ekohealth: Developing Price Structures", Ivey Publishing, Richard Ivey School of Business, 2014, pp. 1-13
(Also available at <https://cb.hbsp.harvard.edu/cbmp/product/W14479-PDF-ENG>)

"Comedy Nights with Kapil: Maintaining Value Creation", Ivey Publishing, Richard Ivey School of Business, 2014, pp. 1-5
(Also available at <https://cb.hbsp.harvard.edu/cbmp/product/W14459-PDF-ENG>)

"Ludhiana City Bus Services Limited: Pricing for Profits", 2014, Ivey Publishing, Richard Ivey School of Business, pp. 1-12
(Also available at <https://cb.hbsp.harvard.edu/cbmp/product/W14182-PDF-ENG>)

"Radiance: Transactional level pricing in the Indian fireworks industry", 2014, Emerald Emerging Markets Case Studies, Vol. 4, No. 3, pp. 1-16
(<http://www.emeraldinsight.com/doi/abs/10.1108/EEMCS-07-2013-0156>)

"Madhu Automobiles: Managing Marketing Strategy for Success", The Case Centre, UK (European Case Clearing House), 2013, R. No.513-114-1, pp. 1-10
(<https://www.thecasecentre.org/educators/products/view?id=119190>)

"Value Communication: Low-cost marketing initiatives for 'Guru Ki Bani 58282'", Emerald Emerging Markets Case Studies, 2013, Vol. 3, No. 3, pp. 1-9
(<http://www.emeraldinsight.com/doi/abs/10.1108/EEMCS-04-2013-0025>)

"Managing Business Planning and Growth: A Case of Small Scale Service Business Enterprise (SSSBE) in India", The Case Centre, UK (European Case Clearing House), 2013, R. No.513-085-1, pp. 1-15 (<https://www.thecasecentre.org/educators/products/view?id=117697>)

"Baljees Regency: Restructuring of Pricing and Leadership", The Case Centre, UK (European Case Clearing House), 2013, R. No. 513-037-1, pp. 1-19 (<http://www.thecasecentre.org/educators/products/view?id=114839>)

"Uttar Pradesh State Electricity Board: Managing Transitions", Case Registered at Case Centre, IIM Ahmedabad; 2009, R. No. IIMA/BP0331, pp. 1-18 (<https://cases.iima.ac.in/index.php/uttar-pradesh-state-electricity-board-managing-transitions.html>)

BOOK CHAPTERS

'Examining impact of the promotional frames on WTB of green products: Moderating role of user status and product categories', in Book "New Age Customer Centric Marketing" Ed. Kiran Sharma, Isaac Jacob and Monica Khanna, ISBN: 978-93-855370-4-2, ELK Asia Pacific Journals; pp. 131-134, Tripathi, Avinash and Pandey, Neeraj (2017)

'Pricing Strategy in Online Grocery Retail: Insights from GMMR', in "Proceedings: International Conference on Changing Perspectives and Paradigms in Business and Behavioral Sciences"; Ed. Ravi Kiran, ISBN 978-1-63041-449-8, pp. 257-262, Pandey, Neeraj and Ranjan, Saurabh (2014)

'Marketing Strategies for Small & Medium Enterprises in the face of global recession and beyond'; Ed. Rajesh Arora; Mudrank, New Delhi,; ISBN 978-93-83303-22-9, pp. 5-9, Nandkeolyar, D.; Pandey, N.; Kiran, R. and Kumar, S. (2013)

'Strategic Marketing of E-Government for Technology Adoption Facilitation' in Book "Critical Thinking in E-Governance" Ed. Jaijit Bhattacharya, ISBN 978-81-906294-3-0, GIFT Publishing, New Delhi; pp. 51-60, Pandey, Neeraj and Geetika (2008)

'National E-Governance Plan Revisited: Achievements and Road Ahead' in Book "Foundations of E-Government" Ed. Ashok Agarwal and V Vanuatu Ramana, ISBN 978-81-903397-8-0, GIFT Publishing, New Delhi; pp.86-94, Geetika and Pandey, Neeraj (2007)

'Competitiveness through E-Government in Power Sector: Identification of Critical Success Factors to Acquire Winning Edge' in Book "E-government: Macro Issues" Ed. R.K. Mitra, ISBN 81-903397-5-3, GIFT Publishing, New Delhi; pp. 313-324, Geetika and Pandey, Neeraj (2006)

'Paradigm Shift in Micro Finance Institutions: A Futuristic Model' in Book "Dynamic Management in Global Economy" Ed K.N.S. Kang, ISBN 81-770810-0-4, New Century Publications, New Delhi; Chapter 6, Part-I, Geetika; Pandey, Neeraj and Das, Kingshuk (2005)

SELECTED CONFERENCE PAPERS

"Does promotional framing of green and non-green products differ in emerging economies?" in 23rd EBES Conference held at Madrid, Spain; September 27-29, 2017

"Examining impact of the promotional frames on WTB of green products: Moderating role of user status and product categories" in 12th SIMSR Global Marketing Conference, held at K.J. Somaiya Institute of Management Studies and Research, Mumbai; February 9-10, 2017

"Examining impact of promotional frames, product categories and purchase volume on willingness to buy (WTB) of green products" in Fourteenth AIMS International Conference on Management, held at MICA, Ahmedabad; December 26-28, 2016

"Development of multi-item scale for measuring effectiveness of promotion campaigns on Facebook", in INFORMS Marketing Science Conference held at Baltimore, USA; organized by Johns Hopkins University, USA; June 18-20, 2015

"Marketing Oriented Strategic Planning: The need of the hour for Indian SMEs in the face of Globalization" in International Conference on Advances in Management and Technology, organized by and held at MNNIT Allahabad; January 29-31, 2015 (Best Paper Award)

"Understanding Internet Adoption Pattern of Physicians: A Hybrid Approach for Pharmaceutical Marketing", in PAN-IIM World Management Conference, organized by and held at IIM Kozhikode; November 5-8, 2014

"Pricing Strategy in Online Grocery Retail: Insights From GMMR", in International Conference on Changing Perspectives and Paradigms in Business and Behavioural Sciences organized by and held at Thapar University, Patiala; March 28-29, 2014

"Management of Marketing Strategies for Small & Medium Enterprises in the era of Globalization", in 13th International Conference on Emerging Trends, Challenges & Opportunities in GBMTI, organized by Research Development Association and held at The International Centre Goa, India; September 28-29, 2013 (Best Paper Award)

"Strategic Marketing Issues for PSU controlled petroleum retail outlets in deregulated oil industry environment", in PetroWorld India 2013 Conference, organized by Penwell Corporation, UK and held at Bombay Exhibition Centre, Mumbai India; August 22-24, 2013

"Baljees Regency: Managing Transition in Family Owned Business", in Fourth Asian Invitational Conference on Family Business, Co-Sponsored by ISB (Indian School of Business) Hyderabad; held at ISB Hyderabad, India; February 1-3, 2013

"An empirical approach to leveraging Social Networking Sites (SNS) for promotion of green product and services", in 21st Annual Frontiers in Service Conference, Co-Sponsored by University of Maryland, INFORMS, AMA and IBM held at Robert H. Smith School of Business, University of Maryland, College Park, MD, USA; June 14-17, 2012

"Understanding Internet Usage Patterns of Physicians and Devising Internet based Pharmaceutical Promotions" in National Conference on Excellence in Research and Education held at IIM, Indore; May 10-13, 2012

"Strategic CRM Initiatives for Competitive Advantage with special reference to Banking Industry in India", in INFORMS Marketing Science Conference held at Cologne, Germany; June 17-19, 2010

"Factors for Tourist's Intention to Purchase: An Exploratory Study" in International Conference on Tourism in Global Village held at IIM Lucknow; April 8-10, 2009

“Strategic Marketing of E-Government for Technology Adoption Facilitation” in 6th International Conference on E-Governance held at IIT Delhi; December 18-20, 2008

“National E-Governance Plan Revisited: Achievements and Road Ahead” in 5th International Conference on E-Governance held at Hyderabad University, Hyderabad; December 28-30, 2007

“E-government for Improving Performance of Power Sector in India” in Pacific Asia Conference on Information System held at Auckland, New Zealand; July 3-6, 2007

“Competitiveness through E-Government in Power Sector: Identification of Critical Success Factors to Acquire Winning Edge” in 4th International Conference on E-Governance held at IIT Delhi; December 15-17, 2006

“Issues in Cross Cultural Business: A Holistic Perspective” in International Conference on Intercultural Communication Competence held at IIM, Ahmedabad; October 26-27, 2006

“Copyrights Issues in Software: An Indian Perspective” in National Seminar on Copyrights: Emerging Issues in India held at Thapar University, Patiala; March 25, 2006

“Intellectual Property and Technological Developments: Changing Dynamics and Newer Perspectives” in National Seminar on Intellectual Property Rights held at Thapar University, Patiala; March 26-27, 2004

SELECTED AWARDS & SCHOLARSHIPS

‘AIMS-IRMA Outstanding Management Researcher Award’ by AIMS International; 2016

‘Best Teacher’ Award by National Institute of Industrial Engineering (NITIE); 2015

‘Outstanding Young Management Teacher’ Award by Higher Education Forum (HEF); 2015

International Award for Excellence in the World Universities field by Journal of the World Universities Forum, USA; 2008

‘Best Professor in Marketing Management’ Award by Jury of Lokmat National Education Leadership Awards; 2014

Junior Research Fellowship (JRF) & NET by University Grants Commission, New Delhi

Faculty Fellow at 4th & 5th AIM-AMA (American Marketing Association) Sheth Foundation Doctoral Consortium; January 7-9, 2016 & January 6-8, 2017

INVITED TALK

Invited Talk on “Pricing for Businesses” at New York Institute of Technology (NYIT), Manhattan Campus, New York, USA; November 29th, 2011

Keynote Talk on “Current Disruptions in Marketing” at Indira Institute of Management, Pune; February 19th, 2016

SELECTED SEMINAR/CONFERENCE/WORKSHOP ATTENDED

International Symposium on Social Determinants of Health at Johns Hopkins University, Homewood Campus, Baltimore organized by Johns Hopkins University, Maryland, USA; May 8-9, 2012

Theory & Practice in Marketing (TPM) Conference on Marketing Strategy at Harvard Business School, Boston organized by Harvard Business School, Boston, Massachusetts, USA; May 3-5, 2012

International Global Health Seminar on Issues in Global Health: Advancing Efficiency and Quality through Regulatory Science at National Press Club, Washington DC organized by Johns Hopkins Carey Business School, USA and Food and Drug Law Institute, USA; December 2, 2011

3rd Annual Complexity in Business Conference at University of Maryland, Washington DC Campus, USA organized by Robert H. Smith School of Business, University of Maryland, College Park, MD, USA; October 14, 2011

Workshop on Patents jointly organized by TIFAC, Department of Science & Technology, Government of India and Thapar University, Patiala; September 30, 2005

Workshop on Patent Awareness jointly organized by Patent Office, Ministry of Commerce & Industry, Government of India, New Delhi and Motilal Nehru National Institute of Technology, Allahabad; February, 2002

RESEARCH GRANTS

Project Director, ICSSR (Indian Council of Social Science Research) funded Research Program Project entitled "Implementing Universal Health System (UHS) in India: Issues, Approaches and Challenges" (2018-2020) (Status - Ongoing)

Principal Investigator for Research Project on 'Developing a Multi-item Scale for Measuring Social Networking Sites (SNS) Promotion Effectiveness' awarded by NITIE (Status - Completed)

Team Member, Research Project on 'Issues and Challenges in adoption of solar powered equipment's in rural households in western Maharashtra' Golden Jubilee Socially Relevant Project awarded by NITIE (Status - Completed) (*Won Best Socially Relevant Project Award: 1st Prize*)

Principal Investigator for Research Project on 'Case-Writing on Indian Power Sector Reforms' awarded by Thapar University (Status - Completed)

DOCTORAL RESEARCH GUIDANCE

Completed : 04

In Progress: 03

Executive Education Programmes

MANAGEMENT DEVELOPMENT PROGRAMMES (MDP)

Pricing of Products and Services
Digital Marketing
Improving Sales Force Productivity
B2B Marketing
Marketing Strategy for Industrial Products
Managerial Skills Development Programme

UNIT BASED PROGRAMMES (UBP)

Course Leader, UBP on "Strategic Marketing" for senior Marketing Officers viz. Sales Officers, Area Sales Managers, Senior Managers and Regional Managers; of Hindustan Petroleum Corporation Ltd. (HPCL) (*multiple programs*)

Discussion Leader, Workshop on "Pricing and Branding for Start-ups" for NEN (National Entrepreneurship Network)

Conducted "Case Writing Workshop" for Faculty at DAVIET, Jalandhar

UBP offered on:

Pricing of New Products/Services
Digital Marketing
Excellence in Healthcare Services
Marketing Strategy for B2B Products/Services
Service Operations Management
Improving Sales Force Productivity

Consultancy Assignments

Completed Consultancy Assignment for the following organizations:

Hindustan Petroleum Corporation Limited (HPCL), Mumbai
BPCL Refinery, Kochi, Kerala
Owens Corning (India) Limited, Maharashtra
Diligent Media Corporation, Mumbai
Bharat Petroleum Corporation Limited (BPCL), Mumbai

Oil & Natural Gas Corporation Limited (ONGC), Maharashtra

EMCO Limited, Thane, Maharashtra

MRF Limited, Chennai

TTK-LIG Limited, Chennai

Gujarat State Fertilizers & Chemicals Limited, Vadodara

SRF Limited, Chennai

Marpol Pvt. Limited, Goa

Dr. Reddy's Laboratories Limited, Hyderabad

Recently completed

Board of Apprenticeship Training (WR), Mumbai *"Evaluation of Advertisement Campaign on Apprenticeship Training Scheme"*