

CURRICULUM VITAE OF DR. JAY I. SINHA

I. *Biographical*

Full Name: **INDRAJIT SINHA**

Present Title and Employer: Associate Professor of Marketing (recruited in 1996,
tenured in 2003)

Fox School of Business, Temple University, Philadelphia,

Email and Phone Number: isinha@temple.edu, 215 204 8151 (Office)

II. *Scholarly Highlights and Expertise Areas*

- (i) Over 25 years of teaching and research experience in Marketing Strategy, Consumer Behavior and Brand Management.
- (ii) Four-time Winner of Departmental Teaching and Student Development Awards (1998, 1999, 2001, 2011).
- (iii) Co-authored a scholarly book in marketing *Reverse Psychology Marketing* (Palgrave-MacMillan, 2007), also translated to Spanish and Korean.
- (iv) Published in leading academic marketing and management journals, such as JM, JMR, JR, IJRM, SMJ, Psychometrika, *Harvard Business Review* and *MIT Sloan Management Review*.
- (v) Interviewed and quoted by media, and previously featured in CNN.com, *Wall Street Journal*, *Boston Globe*, *Christian Science Monitor*, *Philadelphia Inquirer*, *The Sunday Times* (London) and *Economic Times* (India).
- (vi) Chaired and/or served as Member of several senior Faculty Committees at the Fox School and Temple University (see Service, Section VIII)

III. *Education, College Level*

A. Institutions (in chronological order)

(i) Jadavpur University, Kolkata (India), *Computer Science & Engineering*, B.E., 1988, *First Class Honours*

(ii) Georgia Institute of Technology, Atlanta, *Management*, M.S., 1990

(iii) University of Michigan, Ann Arbor, *Statistics*, A.M., 1995

(iv) University of Michigan, Ann Arbor, *Business Administration*, Ph.D., 1996
Dissertation Title: "VALUEMAP - An Integrated Approach toward the Spatial Modeling of Perceived Customer Value" (Professor Wayne S. DeSarbo, Chairperson)

B. Academic awards, scholarships, fellowships, or grants earned while student

- (i) School of Business Administration Fellowship, Univ. of Michigan, 1992-96
- (ii) Milton & Josephine Kendrick Award in Marketing, Univ. of Michigan, 1993-94
- (iii) Leabo Award in Business Administration, Univ. of Michigan, 1994
- (iv) Rackham Predoctoral Fellowship, Univ. of Michigan, 1995-96
- (v) AMA Consortium Fellow, The Wharton School, 1995
- (vi) Ranked 9th in All India in ICSE High School-Leaving Examination in 1982.

IV. *Employment*

A. Academic

- (i) Assistant Professor of Marketing, Fox School of Business, Temple University, 1996-2003 (Tenured in 2003).
- (ii) Associate Professor of Marketing and Supply Chain Management, Fox School of Business, Temple University, 2003-present.
- (iii) Associate Director for Research, Irwin L. Gross eBusiness Institute, Fox School, Temple University, 2000-2001.
- (iv) Core Professor, Executive-MBA Program, Temple University-Japan, 2001-2006.
- (v) Visiting Professor/Lecturer at Columbia Business School (NY), Erasmus University (Rotterdam, Netherlands).

B. Non-Academic

- (i) Management Consultant, Deloitte & Touche, Southeast Practice - Atlanta, 1990-91.
- (ii) Consulted to Philadelphia Chamber of Commerce.
- (iii) Consulted to Hewlett Packard.
- (vi) Consulted to Motorola USA.

V. *Awards, Fellowships, Grants*

- (i) Inaugural Washburn Research Fellow, Fox School, Temple University, 1999-2007.
- (ii) Marketing Department Outstanding Teaching Award, Fox School, Temple University, 1998, 2001, 2011.
- (iii) Runner-up for the Kinnear Best Article Award over three years (1998-2000) in the *Journal of Public Policy & Marketing*.
- (iv) Research Fellow, Irwin L. Gross eBusiness Institute, Fox School, 2000-2007.
- (v) Teaching Fellow, Irwin L. Gross eBusiness Institute, Fox School, 2000-2007.
- (vi) MBA Student Association Award for Dedication to Student Development, Fox School, 1999.
- (vii) Online Learning Grant, Office of the Provost, 1998.
- (viii) New Course (E-Commerce) Development Grant, Fox School, 1998.
- (ix) Lynne A. Cronfeld Research Award/Grant, Marketing Department, 1997.
- (x) Online Teaching Certificate, Fox School of Business, 2020.

VI. *Teaching Contributions*

A. Representative Courses Taught:

(i) BBA Consumer and Buyer Behavior (MKT 3596)

This is the required writing (W) core course for all BBA marketing majors. The focus is on concepts and practices in Consumer Behavior with relation to strategy. I have redesigned the course by incorporating Project-Based, Contextual, and Collaborating Learning in requiring, assessing, and supervising student-teams to develop a Brand Revival Plan for a Real-Life Company as their term project. SFF

scores and written comments consistently indicate a high level of satisfaction (on average 4.5 out of 5).

(ii) MBA Consumer Behavior (MKT 5101)

This is the required course for all MBA marketing students. I redesigned the course content to include more practicum and case studies. SFF scores and written comments were consistently highly positive (on average 4.5 out of 5).

(iii) Executive MBA Marketing Strategy (TUJ-Tokyo) (2001-2006)

I was among a select set of Fox Business School Faculty who were sent to Temple University-Japan to teach in the flagship EMBA Program at Tokyo that enjoys a premier reputation in Asia. I taught in the program till the school discontinued sending a marketing faculty from Philadelphia. This was the core marketing course within the Executive-MBA program. Students were executives from large U.S. multinationals and Japanese firms. The course was highly intensive and was run over five weeks. My evaluations were consistently high and consequently I was invited to teach over a period of 6 years (over 4 on a 5-point scale).

(iv) MBA Globalization and Technology (European Business Schools)

This short course/workshop provides the understanding of the aspects of marketing and business in the globalized and digital economy. Those enrolled in this course learn how global business has changed in today's innovation-oriented and technology-based world. Issues such as brand management and social media are covered in the sessions. I designed this course from scratch and have offered it on an invitational basis at various European business school.

Teaching and Student Development Highlights:

- (i)** Consistently described by students as one of the best professors in the BBA, MBA and Executive-MBA programs.
- (ii)** Frequently seen comments are: "Best course at Temple", "Learned a lot", "Professor gave new insights", "Professor motivated me about Marketing", etc.
- (iii)** Four times awarded for Outstanding Teaching and Student Development (1998, 1999, 2001, 2011).

- (iv) Sat on the Dissertation Committees of Neha Singh (Ph.D. STHM, 2007) and Shae Taylor (DBA Fox, 2019).
- (v) Mentored and Supervised Fox MBA Students (Harsh Mishra and James Paek) on their project papers.
- (vi) Mentored and Supervised Fox BBA and BBA Honors Students (Jing Shi, Karin Annerhed, Aashna Sangvi, Sarika Manavalan, Kathryn-Anne Monzo, Chris Konowal, and Kunal Duggal).

VII. *Research Contributions*

A. Publications of Research Completed and Forthcoming

1. Academic, scholarly and practitioner books

(i) *Reverse Psychology Marketing: The Death of Traditional Marketing and the Rise of the New “Pull” Game*, by Indrajit Sinha and Thomas Foscht (2007), New York: Palgrave-MacMillan.

(ii) *Anti-Marketing Y Mercadotecnia de Psicologia Inversa*, Indrajit Sinha and Thomas Foscht (2008).

(ii) *Reverse Psychology Marketing - Korean Edition*, Indrajit Sinha and Thomas Foscht (2009).

2. Published articles in refereed academic journals

(1) Sinha, Jay I. and Thomas T. Fung (2021), “How Social Media Micro-influencers are disrupting the Business of Youth Fashion,” forthcoming in *Rutgers Business Review*.

(2) Sinha, Jay I. (2021) “Positioning a Brand as an Internet Meme: The Case Study of Supreme”, forthcoming in *Journal of Brand Strategy*.

(3) Sinha, Jay I. and Kunal Duggal (2020) “How the Youth Brand Supreme Became a Modern-Day Meme”, *Retail Dive*, March 18.

- (4) Susan M. Mudambi, Jay I. Sinha & Dori Shae Taylor (2019) “Why B-to-B CEOs Should Be More Social on Social Media”, *Journal of Business-to-Business Marketing*, 26 (1).
- (5) Sinha, Jay I. and Thomas T. Fung (2018), “The Right Way to Market to Millennials”, *MIT Sloan Management Review*, April 24.
- (6) Sinha, Jay I., Thomas Foscht and Thomas T. Fung (2016), "How Analytics and AI are Driving the Subscription E-Commerce Phenomenon", *MIT Sloan Management Review*, December 6.
- (7) Sinha, Jay I. and Thomas Foscht (2016) “Reverse Psychology Tactics in Contemporary Marketing”, *The Marketing Review*, 16(3), 343-353.
- (8) Sinha, Jay I. (2015) “The Risks and Rewards of Brand Personification Using Social Media”, *MIT Sloan Management Review*, August 3. This article was edited and republished in the Sunday MBA feature of the *Boston Globe*, August 8, 2015.
- (9) Foscht, Thomas et al. (2013) "Retaining or Returning?: Some insights for a better understanding of return behaviour", *International Journal of Retail & Distribution Management*, 41 (2), 113 - 134.
- (10) Foscht, Thomas, Marion Brandstatter, and Indrajit Sinha (2010) “Reverse Psychology Marketing – Konsequent falsch und doch richtig,” *Marketing Review St. Gallen*, (6), 18-25.
- (11) Foscht, T., I. Sinha et al. (2010) “Banking on the Youth: The Case For Finer Segmentation of the Youth Market,” *Young Consumers*, 11 (4), 26-276.
- (12) Sinha, Indrajit and Edward J. Rosenthal (2009) “The Costs and Perils of Over-Targeting in Today's Markets,” *The Marketing Review*, 9(3), 243-250.
- (13) Foscht, T., Maloles, C. M., Swoboda, B., Morschett, D., Sinha, I. (2008) “The Impact of Culture on Brand Perceptions: A Six-Nation Study” *Journal of Product and Brand Management*, 17(Winter).

- (14) Foscht, Thomas and Indrajit Sinha (2007). Reverse Psychology Marketing – Ein neuer Trend im Marketing?. *Absatzwirtschaft – Zeitschrift für Marketing*, 51(10), 36-39.
- (15) Sinha, Indrajit and Thomas Foscht (2007). Enter the Era of Reverse Psychology Marketing. *European Retail Digest*, 54(Summer), 48-50.
- (16) Tridib Mazumdar, S.P. Raj and Indrajit Sinha, “Reference Price Research – Review and Propositions (2005),” *Journal of Marketing*, 69 (October), 84-102.
- (17) DeSarbo, Wayne S., C. Anthony Di Benedetto, Song, Michael X. and Indrajit Sinha (2004), “Modeling A Contingency Framework of Strategic Choice Involving Strategic Types, Capabilities, and Environmental Uncertainty,” *Strategic Management Journal*, 26 (1), 47-74.
- (18) DeSarbo, Wayne S., Kamel Jedidi, and Indrajit Sinha (2001), “Customer Value Analysis in a Heterogeneous Market,” *Strategic Management Journal*, 22 (9), 845-857.
- (19) Sinha, Indrajit (2000), “Cost Transparency: The Net's Real Threat to Prices and Brands,” *Harvard Business Review*, March-April, 43-50.
- (20) Smith, Michael F. and Indrajit Sinha (2000), “The Impact of Price and Extra-Product Promotions on Store Preference,” *International Journal of Retailing and Distribution Management*, 28 (2), 83-92.
- (21) Sinha, Indrajit and Michael F. Smith (2000), “Consumers’ Perceptions of Promotion Framing of Price,” *Psychology & Marketing*, 17 (3), 257-275.
- (22) Batra, Rajeev and Indrajit Sinha (2000), “Consumer-Level Factors Moderating the Success of Private Label Brands,” *Journal of Retailing*, 76 (2), 175-191.
- (23) Smith, Michael F., Indrajit Sinha, Richard Lancioni, and Howard Forman (1999), “Role of Market Turbulence in Shaping Pricing Strategy,” *Industrial Marketing Management*, 28 (6), 637-649.
- (24) Sinha, Indrajit, Rajan Chandran, and Srini S. Srinivasan (1999), “Consumer Evaluations of Price and Promotional Restrictions - A Public Policy Perspective,” *Journal of Public Policy and Marketing*, Special Issue on Pricing and Public Policy, 18 (1), 37-51.

- (25) Sinha, Indrajit and Rajeev Batra (1999), "The Effect of Consumer Price Consciousness on Private Label Purchase," *International Journal of Research in Marketing*, 16 (3), 237-251.
- (26) Sinha, Indrajit and Wayne S. DeSarbo (1998), "An Integrated Approach toward the Spatial Modeling of Perceived Customer Value," *Journal of Marketing Research*, 35 (May), 236-249.
- (27) DeSarbo, Wayne S., Donald R. Lehmann, Gregory Carpenter, and Indrajit Sinha (1996), "A Stochastic Multidimensional Unfolding Approach for Representing Phased Decision Outcomes," *Psychometrika*, 61 (3), 485-508.

3. Chapter in an Edited Book

- (i) Sinha, Indrajit and Yaniv Gvili (2002), "The Internet and International Business: A Cross-Regional Study," in *Emerging Issues in International Business Research*, Masaaki Kotabe and Preet Aulakh (eds.), Cheltenham, UK: Edward Elgar, 260-272.

4. Selected Conference Proceedings

a. Refereed

- (i) Sinha, Indrajit (1994), "A Conceptual Model of the Role of Situational Type on Consumer Choice Behavior and Consideration Sets," in *Advances in Consumer Research*, Vol. 21, Chris T. Allen and Deborah Roedder John (eds.), pp. 477-482, Provo, Utah: Association for Consumer Research.

b. Non-refereed

- (i) Sinha, Indrajit and Michael F. Smith (1998), "Framing the Deal - The Effect of Price Description on Perceived Transaction Value, Reference Price, and Deal Choice" in *Proceedings of the 1998 Fordham University Behavioral Pricing Conference*, Human Estelami and Sarah Maxwell (eds.), p. 31.

- B. Book Project currently in progress
Sinha, Jay I., *The Role of Globalization on Changing Business Practices* (to be completed).

VIII. *Service Contributions*

- A. At Temple University
- (i) Chairperson, Fox Faculty Assembly, 2007 - 2008
 - (ii) Chairperson, Fox Faculty Steering Committee, 2007 - 2008
 - (iii) Chairperson, Fox Master's Programs Committee, 2007 - 2008
 - (iv) Chairperson, Fox Faculty Development Committee, 2004 - 2007
 - (v) Member, President's Cost Saving Committee, 2008-2009
 - (vi) Member, Provost's Textbook Policy Committee, 2009-2010
 - (vii) Member, Faculty Senate Steering Committee 2008-2011
 - (vii) Member of Pennsylvania Textbook Policy Advisory Committee, 2010-present
 - (viii) Course Coordinator of the sole Marketing Writing course MKT 3596
 - (ix) Supervision of Ph.D., MBA, and BBA dissertation and research projects: Myron French, Harsh Mishra, James Paek, Jing Shi, Aashna Sangvi, Sarika Manavalan, Kathryn-Anne Monzo, Chris Konowal and Kunal Duggal.
 - (x) Quoted as a marketing expert in *The Sunday Times* of London, *CNN.com*, *Wall Street Journal*, *Christian Science Monitor*, *Industry Standard*, the *Philadelphia Inquirer* (multiple times), *Philadelphia Business Journal*, *Philadelphia Tribune*, *Allentown Morning Call*, and the *Eastern Pennsylvania Business Journal*.
 - (xi) Interviewed multiple times on various marketing topics on local TV and radio stations like Channel 5 (ABC), Fox Philadelphia, WWDB and WRTI.

IX. *Miscellaneous*

- (i) Ad-hoc reviewer of Journal of Marketing, IJRM, JAMS, and Journal of Retailing, and European Journal of Marketing
- (ii) Fluent in English, Bengali and Hindi, and conversational in French.