Dr. NEERAJ PANDEY
Visiting Associate Professor, Asian Institute of Technology (AIT), Bangkok & Associate Professor, National Institute of Industrial Engineering (NITIE), Mumbai
E-mail: npandey@ait.ac.th; npandey@nitie.ac.in; neerajpaney100@gmail.com

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

**Area of Research:** Pricing, Digital Marketing, B2B Marketing

**SELECT PUBLICATIONS**

**Books:**


**Select Journal Publications:**

Pandey, Neeraj; Tripathi, Avinash; Jain, Devendra and Roy, Saptarshi (2019), “Does price tolerance depend upon the type of product in e-retailing?: Role of customer satisfaction, trust, loyalty, and perceived value”, *Journal of Strategic Marketing*

https://doi.org/10.1080/0965254X.2019.1569109


https://doi.org/10.1080/09593969.2019.1575260


https://doi.org/10.1080/10496491.2019.1612491


Pandey, Neeraj (2009), ”Issues in Adoption, Diffusion and Application of Broadband in Developing Countries” Advances in Management Journal, March, Vol. 2, No. 3, pp. 15-20


CASE STUDIES


“Marketing at Patanjali Ayurved: Creating Value in a Herbal Way”, South Asian Journal of Business and Management Cases, 2019


(Also available at https://cb.hbsp.harvard.edu/cbmp/product/W14182-PDF-ENG)


“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)


(https://www.thecasecentre.org/educators/products/view?id=117697)

(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:


**SPONSORED 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)


Core 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 (2013-2014) *(Won Best Socially Relevant Project Award: 1st Prize)*

Principal Investigator for Research Project on 'Developing a Multi-item Scale for Measuring Social Networking Sites (SNS) Promotion Effectiveness’ awarded by NITIE (2012-2013)

Principal Investigator for Research Project on ‘Case-Writing on Indian Power Sector Reforms’ awarded by Thapar University (2007-2008)

**EDITORIAL ASSIGNMENTS**


Editorial Board Member, European Journal of Business and Management, Journal published by IISTE, since June, 2012

Editorial Advisory Board Member, Innovations in Services Marketing and Management: Strategies for Emerging Economies., Book published by IGI Global, October, 2012
SELECT DISTINCTIONS AND AWARDS

‘Best Management Faculty Award’ for 2017-2018 by Bombay Management Association (BMA); March 15, 2019

‘Outstanding Management Teacher Award’ by AIMS International for 2018; January 3, 2019

Faculty Fellow at 7th AIM-AMA (American Marketing Association) Sheth Foundation Doctoral Consortium at MICA Ahmedabad; January 4-6, 2019

Faculty Fellow at 5th AIM-AMA (American Marketing Association) Sheth Foundation Doctoral Consortium at Welingkar Institute, Mumbai; January 6-8, 2017

‘AIMS-IRMA Outstanding Management Researcher Award’ by AIMS International and IRMA for 2016; December 26, 2016

‘Best Teacher’ Award by National Institute of Industrial Engineering (NITIE) for 2014-2015; September 10, 2015

‘Outstanding Young Management Teacher’ Award by Higher Education Forum (HEF); September 5, 2015

Faculty Fellow at 4th AIM-AMA (American Marketing Association) Sheth Foundation Doctoral Consortium at IMT Ghaziabad; January 7-9, 2016

Visiting Faculty at IIT Bombay, IIM Raipur and IIM Kozhikode

International Award for Excellence in the World Universities field by Journal of the World Universities Forum, Australia (2008)

Junior Research Fellowship (JRF) by University Grants Commission, New Delhi (2002-2004)

NET by University Grants Commission, New Delhi (2000)

DOCTORAL RESEARCH GUIDANCE

Completed: 05; In Progress: 04

CONSULTING EXPERIENCE

Completed Consultancy Assignment for the following organizations:

➢ Board of Apprenticeship Training (WR), Mumbai

➢ Dr. Reddy’s Laboratories Limited, Hyderabad
➢ Diligent Media Corporation, Mumbai
➢ Oil & Natural Gas Corporation Limited, Maharashtra
➢ BPCL Refinery, Kochi, Kerala
➢ Owens Corning (India) Limited, Maharashtra
➢ Bharat Petroleum Corporation Limited, Mumbai
➢ Hindustan Petroleum Corporation Limited, Mumbai
➢ EMCO Limited, Thane, Maharashtra
➢ MRF Limited, Chennai
➢ TTK-LIG Limited, Chennai
➢ Gujarat State Fertilizers & Chemicals Limited, Vadodara
➢ SRF Limited, Chennai
➢ Marpol Limited, Goa

**ADMINISTRATIVE RESPONSIBILITIES**

Area Coordinator, Marketing Group, at NITIE Mumbai, since February 15, 2018

Professor Incharge (International Relations) at NITIE Mumbai; since May 1, 2019

Coordinator, Consumer Insights Centre at NITIE Mumbai, since February 15, 2018

Area Cluster Head at NITIE Mumbai, since April 10, 2018

Professor Incharge (Research) at NITIE Mumbai; November 2, 2015 to June 14, 2017

Coordinator, Case Development Centre at NITIE Mumbai; October 12, 2015 to February 23, 2018

Area Coordinator, Marketing Group, at NITIE Mumbai, from November 6, 2013 to April 30, 2015

Member, Board of Examinations, Indian Institution of Industrial Engineering (IIIE), September 2009 to September 2012