

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:

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

Pandey, Neeraj and Dharni, Khushdeep: Book on “*Intellectual Property Rights*”, PHI Learning, First Edition, 2014

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>

Nayal, Preeti and Pandey, Neeraj (2019), “Redemption Intention of Coupons: A Meta-Analytical Review and Future Directions”, Journal of Promotion Management (*in Press*)

Tripathi, Avinash and Pandey, Neeraj (2019), “Voluntary pricing mechanisms for green product purchase: altruistic versus self-enhancing consideration”, The International Review of Retail, Distribution and Consumer Research, Vol. 29, No. 2, pp. 198- 217
<https://doi.org/10.1080/09593969.2019.1575260>

Singh, Gaganpreet and Pandey, Neeraj (2019), “Revisiting green packaging from a cost perspective: the remanufacturing versus new manufacturing process”, Benchmarking: an International Journal, <https://doi.org/10.1108/BIJ-04-2018-0099>

Tripathi, Avinash and Pandey, Neeraj (2019), “Promotional framing of green products: Mediating role of sale proneness”, Journal of Promotion Management; <https://doi.org/10.1080/10496491.2019.1612491>

Pandey, Neeraj and Paul, Gaurav (2019) “Marketing at Patanjali Ayurved: Creating Value in a Herbal Way”, South Asian Journal of Business and Management Cases (*In Press*)

Pandey, Neeraj (2019) “Case Analysis Carasid: Interventions that Make Businesses Sustainable”, Vision, Vol. 23, No. 2, pp. 217-218

Pandey, Neeraj; Jha, Sumi and Singh, Gaganpreet (2019), "Promotion of green products on Facebook: Insights from Millennials", International Journal of Management Practice (*in Press*)

Pandey, Neeraj; Patwardhan A, Avadhut and Rao, Swarnima (2019), "Four Decades of New Product Development Research: An Integrative Review", International Journal of Product Development, Vol. 23, No. 1, pp. 1- 14

Pandey, Neeraj and Gudipudi, Bhargav (2019), "Understanding 'What is Privacy' for Millennials on Facebook in India", Journal of Data Protection & Privacy, Vol. 2, No. 3, pp. 224-233

Keskar, Mugdha Y.; Pandey, Neeraj and Patwardhan, Avadhut (2019), "Development of conceptual framework for Internet Banking Customer Satisfaction Index (IBCSI)", International Journal of Electronic Banking (In Press)

Pandey, Neeraj and Thombal, Ashutosh (2018), "Why Stents Are Expensive: Drivers of High Prices in Emerging Markets", Health Marketing Quarterly, Vol. 35, No. 4, pp. 298-312; <https://doi.org/10.1080/07359683.2018.1524597>

Singh, Gaganpreet and Pandey, Neeraj (2018), "The Determinants of Green Packaging that Influence Buyers' Willingness to Pay a Price Premium", Australasian Marketing Journal, Vol. 26, pp. 221-230; <https://doi.org/10.1016/j.ausmj.2018.06.001>

Pandey, Neeraj and Raina, Abhinav (2018), "Five Decades of Research in Healthcare Pricing: Future Directions for Academia and Policymakers", International Journal of Management Practice, Vol. 12, No. 3, pp. 301-320

Keskar, Mugdha Y. and Pandey, Neeraj (2018), "Internet Banking: A Review (2002-2016)", Journal of Internet Commerce, Vol. 17, No. 3, pp. 310-323
<https://doi.org/10.1080/15332861.2018.1451969>

Tripathi, Avinash and Pandey, Neeraj (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, Vol. 35, No. 2, pp. 192-205
<https://doi.org/10.1108/JCM-06-2016-1838>

Tripathi, Avinash and Pandey, Neeraj (2018), "Are nine-ending prices equally influential in Eastern culture for pricing green products?", Journal of International Consumer Marketing, Vol. 30, No. 3, pp. 143-156. <https://doi.org/10.1080/08961530.2017.1384711>

Tripathi, Avinash and Pandey, Neeraj (2017), "Price Framing Literature: Past, Present, and Future", The Marketing Review, Vol. 17, No. 3, pp. 307-336

Pandey, Neeraj and Maheshwari, Vaibhav (2017), "Four decades of coupon research in pricing: Evolution, development, and practice", Journal of Revenue and Pricing Management, Vol. 16, No. 4, pp. 397-416

Nandkeolyar, Dilip; Pandey, Neeraj; Kiran, Ravi and Kumar, Shailendra (2017) “Why do Indian SMEs fail and succeed?: Insights from auto-component industry”, International Journal of Indian Culture and Business Management, Vol. 15, No. 1, pp. 82-99

Singh, Gaganpreet and Pandey, Neeraj (2017), “Determinants of Celebrity Owned Brands for leveraging Price Premium”, Journal of Fashion Marketing and Management, Vol. 21, No. 3, pp. 1-40

Pandey, Neeraj; Mehta, Nikhil and Basu, Shreya Roy (2017), “Semiconductor Pricing Strategy in USB Market: A Market Leader’s Dilemma”, Business Perspective and Research, Vol. 5, No. 1, pp. 1-10

Patwardhan, Avadhut; Pandey, Neeraj and Dhume, S. M. (2016), “Integrated model for understanding Indian physicians internet usage pattern: An empirical approach”, International Journal of Healthcare Management, Vol. 10, No. 1, pp. 1-15

Pandey, Neeraj (2015) “Case Analysis: Havells India Limited – Transition from an Industrial Brand to a Consumer Brand”, Vikalpa, Vol. 40, No. 3, pp. 383-387

Singh, Gaganpreet and Pandey, Neeraj (2015) “Leveraging Returnability for Price Premium”, Journal of Revenue and Pricing Management, Vol. 14, No.4, pp. 276-292

Patwardhan, Avadhut; Pandey, Neeraj and Dhume, S. M. (2015), “Leveraging TAM for examining internet usage among physicians’ in changing Indian pharmaceutical marketing context: A structural equation modeling approach”, Journal of Medical Marketing, Vol. 14, No. 4, pp. 201 -211

Singh, Gaganpreet and Pandey, Neeraj (2015) “Revisiting Three Decades of Price Premium Research in Marketing: A Literature Review”, International Journal of Revenue Management, Vol. 8, No. 3/4, pp. 219-240

Pandey, Neeraj and Jaiswal, Anand K. (2014) “Change Management: A Case of State Power Utility in India”, Asian Case Research Journal (ACRJ), June, Vol. 18, No. 1, pp. 61-80

Pandey, Neeraj and Srivastava, Vibhav (2013) “Factors affecting tourist’s intention to purchase: A study of Indian domestic tourist”, International Journal of Indian Culture and Business Management, Vol. 6, No. 3, pp. 314-329

Pandey, Neeraj and Kaushik, Shrey (2012) “Factors affecting consumer’s green product purchase decisions: An empirical approach”, International Journal of Business Competition and Growth, Inderscience Publication, Vol. 2, No. 4, pp. 341-356

Pandey, Neeraj and Kaur, Gagandeep (2011), “Factors influencing employee attrition in Indian ITeS call centres”, International Journal of Indian Culture and Business Management, Vol. 4, No. 4, pp. 419-435

Pandey, Neeraj and Sharma, Mohit (2010), “Whither Service Quality in Indian B-Schools: An Analytical Approach”, International Journal of Indian Culture and Business Management, Vol. 4, No. 1, pp. 48-72

Srivastava, Vibhav, Pandey, Neeraj and Sharma, Harish (2009), "Identifying Product Attributes through Conjoint Analysis with special reference to Color Doppler", Journal of Medical Marketing, October, Vol. 9, No. 4, pp. 319-328

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

Pandey, Neeraj and Bhattacharya, K.K.(2008), "The Academia Dynamics in New Intellectual Property Regime in Third World Countries" Journal of the World Universities Forum, Volume 1, No. 2, pp.1-7

CASE STUDIES

"V-Xpress: B2B Marketing in the Logistics Industry", Emerald Emerging Markets Case Studies, 2019, Vol. 9, Issue 1, pp. 1-23
(<https://www.emeraldinsight.com/doi/abs/10.1108/EEMCS-05-2018-0079>)

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

"Responding to 4G Telecom Pricing War: Ignore, Accommodate or Retaliate", Emerald Emerging Markets Case Studies, 2018, Vol. 8, Issue 2, pp. 1-12
(<https://www.emeraldinsight.com/doi/abs/10.1108/EEMCS-11-2017-0251>)

"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, Issue 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, Issue 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, Issue 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; Mudra Ink, New Delhi; ISBN 978-93-83303-22-9, pp. 5-9, Nandkeolyar, Dilip; Pandey, Neeraj; Kiran, Ravi and Kumar, Shailendra (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)

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)

Co-Investigator, Bureau of Police Research and Development (BPRD), Ministry of Home Affairs funded Project entitled “Impact of Police Commissionairates on Police Effectiveness and Policing Outcome” (2019-2020)

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

Editor-in-Chief, Udyog Pragati – The Journal of Practicing Managers, published by NITIE; November, 2015 to June, 2017

Editorial Board Member, AIMS International Journal of Management, Journal published by Association of Indian Management Scholars (AIMS) International, since March 2nd, 2014

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