



Prof. Piyush Kumar Sinha, Ph.D.

Ahmedabad

Phone: +250 – 722 050 748 ; 91 – 98250 70891

e-mail: piyushsinhaahd@gmail.com

Dr. Piyush Kumar Sinha is Director, CRI Advisory and Research. He has more than 40 years of Teaching, Research, Advisory and Training as well as Managerial experience in Entrepreneurship and business strategy for product and service organisations (B2C and B2B). He has been involved in more than 100 advisory and training initiatives.

He served on Government of India deputation as the Advisor, Rwanda-India Entrepreneurship Development Centre at Kigali, Rwanda till November 2023. He is also the Chief Mentor, SVEP, a, initiative of Government of India, at EDII. Under this programme, he has been involved in setting up entrepreneurial ecosystems in more than 15 states of India which has helped 100,000 rural people to become entrepreneurs.

He was a Professor in Retailing and Chairperson, Centre for Retailing as well as Chairperson, Marketing at IIM Ahmedabad, till March 2018. Before IIMA, he has taught at IIM Bangalore, XIMB and was Dean at MICA. He has served as marketing manager of two leading consumer product and service companies. He serves on boards of several companies. Prof. Sinha holds a Ph.D. in Management.

Some Contributions:

1. Environmental Sustainability Vision 2025 for Gujarat, Gujarat Ecology Commission, Government of Gujarat, 2019
2. Report on Sustainability in Retail, CII National Committee on Retail, 2022
3. Maharashtra State Power Generation Company Limited, Resettlement Plan for Mine Affected Population, 2024
4. Case on UGVCL – Enhancing Power Utilisation and Reducing Losses in Transmission
5. Mentored startups in Cleantech, CiE, IIMA Ahmedabad
6. Setup Rwanda-India Entrepreneurship Development Centre, Kigali, Rwanda, 2021 – 23 for Government of India
7. Mentoring the World's Largest Rural Entrepreneurship Ecosystem Development Programme at EDII, Ahmedabad, Since 2018 for Government of India
8. Led the Centre for Retailing, IIMA, a pioneering Concept, 2001 – 18
9. Developed National Retail Policy, National Committee of Retail, CII, India; Member Since 2017
10. Advisor, Retail Programme, Delhi Skill and Entrepreneurship University, 2020
11. Conceptualised and setup Chandragupta Institute of Management, Patna, for Government of Bihar 2008
12. Setup VenturePark, Incubator for Bihar Industry Association, Patna, 2012

13. Conceptualised and setup Jharkhand Innovation Lab, Ranchi, for Government of Jharkhand, 2014 – 2018
14. Faculty and Mentor at the Centre for Innovation, Incubation and Entrepreneurship, IIMA, 2011 – 2018
15. Incubation of Grassroot Innovations at National Innovation Foundation (NIFiCentre), Ahmedabad, 2012
16. Conceptualised and launched the Post Graduate Programme at MICA, 1993 – 95
17. Worked with Artisans in Bihar for capacity building and market linkages 2006 – 13
18. Worked with women from disadvantaged sections at Patna through food service 2008 – 15
19. Conducted Hospital Leadership Conclaves (2015 – 17) for Abbott and IIMA
20. Mentored several Startups and Social Entrepreneurs
21. 1st Course on Retail Communication in India at MICA, 1999 – 2001
22. 1st Course on Managing Retailing at MBA level in India at IIMA, 2003
23. 1st Course on Managing Luxury Businesses at MBA level in India at IIMA, 2012
24. 1st Course on Managing Digital Businesses at MBA level in India at IIMA, 2014
25. 1st MDP on Retail Communication at MICA, 2000
26. 1st MDP on Managing Retailing at IIMA, 2002
27. 1st MDP on Managing Luxury Businesses at IIMA, 2006
28. 1st MDP-Cum-Accelerator on Crafting Creative Businesses at IIMA, 2012
29. Led the Dubai Initiative for IIMA, 2006 – 16
30. Led the IIMA Conference on Marketing in Emerging Economies 2005 – 2017
31. Organised AIM-AMA Sheth Foundation Doctoral Consortium at IIMA, 2014
32. Book on Retailing, 2007 (Three Editions)
33. Book on Marketing, 2013
34. Scholastic Award of Desh Ratna Dr. Rajendra Prasad Gold Medal for MBA at IIMA since 2012
35. Chartered member, Academy of Indian Marketing
36. Awarded the Most Admired Global Indians 2021, Passion Vista
37. Gujarat Ecology Commission: Member 2020 – 21

Professional Experience

Current Involvements

1. Director, CRI Advisory, Since January 2018
2. Chief Mentor, SVEP, EDII, Ahmedabad, Since April 2018
3. Advisor, Rwanda – India Entrepreneurship Development Centre, Kigali, Rwanda, November 2021 – November 2023
4. Senior Visiting Professor, EDII, Ahmedabad, Since November 2023
5. Professor, Mudra Institute of Communication, Ahmedabad, Since April 2026

Earlier Experiences

1. Professor, Indian Institute of Management Ahmedabad (IIMA): October 2001 – April 2018
2. Professor and Dean, Mudra Institute of Communications Ahmedabad (MICA): June 1999 – October 2001

3. Marketing Manager, Rasna Enterprises Ltd: September 1998 – June 1999
4. Marketing Manager, Gujarat Gas Company Ltd: February 1995 – September 1998
5. Associate Professor, Mudra Institute of Communications, Ahmedabad (MICA): January 1993 – January 1995
6. Visiting Faculty, Indian Institute of Management, Bangalore (IIMB): July 1991 – January 1993
7. Associate Professor, Xavier Institute of Management, Bhubaneswar (XIMB): July 1988 – June 1991
8. Lecturer, Sardar Patel University, Gujarat: September 1981 – June 1988

Visiting Assignments:

1. ESSEC Management School, Paris, 2010
 2. Indian Institute of Management, Lucknow, 2022
 3. Multi-Media University, Malaysia, April – May, 2004 and 2006
 4. S P Jain, Dubai, 2004
 5. Indian Institute of Management, Ahmedabad, January – March, 2001
 6. Indian Institute of Management, Ahmedabad, October 2000 – January 2001
 7. Indian Institute of Management, Calicut, July – October, 2000
 8. Indian Institute of Management, Ahmedabad, January – April, 1999
 9. Nirma Institute of Management, Ahmedabad, 1997 - 2001
 10. Goa Institute of Management, December, 1995
 11. S P Jain Institute of Management and Research, Bombay, 1996
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Research Work

1. Papers and Presentations:
 - Retailing: 63
 - Marketing: 33
 - Healthcare: 5
 - Luxury and Lifestyle: 5
 - Entrepreneurship: 3
2. Cases: 30
 - Retailing: 12
 - Marketing: 13
 - Entrepreneurship: 3
 - E-Commerce: 2
3. Books: 7
 - Retailing: 1
 - Marketing: 2
 - Service Marketing: 1

- Healthcare Service Leadership: 2
- Entrepreneurial Leadership: 1

Mentoring Entrepreneurs

1. Empowering Women through Gainful Employment
 2. Empowering Rickshaw Puller
 3. Assisting Farmers for a better cropping pattern
 4. Managing Food Supply Chain through Farmer and Vendor Empowerment
 5. Managing Back-End of Nursing Homes
 6. Entrepreneurship Institute
 7. Rural Communication Initiative
 8. Micro-Finance
 9. Solar LED Lighting
 10. Bio-Diesel
 11. Sales Force Automation
 12. Plantation and Retailing of Farm Produce
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Board Membership

1. GNRC Hospital, Guwahati (Healthcare)
 2. Gujarat Narmada Fertilizer Corporation (Fertilisers and Chemicals)
 3. Gujarat Gas Ltd (Oil and Gas)
 4. Infibeam Ltd (Ecommerce and Payments)
 5. Jade Blue Lifestyle Ltd (Apparel Retail Chain)
 6. Silvertouch Technologies (IT and ITes)
 7. Ujaas Energy Ltd (Alternate Energy)
 8. Trensport E-Solutions Private Limited (Data Science Product Discovery Algorithm)
 9. Countryroad International Private Limited (Advisory, Training, Research, Data Science)
 10. Karnavati Engineering Ltd (Pharma Machinery)
 11. NIF Incubation and Entrepreneurship Council (Non-Profit – Innovation and Incubation))
 12. Removing Ignorance for Social Empowerment Foundation (Non-Profit – Digital Literacy)
 13. Sammaan Foundation (Non-Profit – Grassroots Health and Financial Inclusion)
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Advisory

1. Siemens: Service Strategy
2. Al Rostamani Exchange: Business Plan for Growth
3. Newgen Software: Marketing Strategy
4. Wagh Bakri: Brand Strategy

5. Bharat Petroleum Corporation Limited (On Behalf of the Industry): Retail Outlet Profitability and Marketing Expenses
 6. Indian Oil Corporation Limited (On Behalf of the Industry): Network Expansion Under Competitive Challenges
 7. Hindustan Petroleum Corporation Limited: Strategy for Enhancement of the Performance of the Dealers of Retail Outlets
 8. BSNL: Appointment of Distributors and Dealers
 9. RPG Cellucom: Retailing of mobile phones
 10. A Jewellery Retailer in Dubai: Strategy for Enhancing the Efficiency of Business
 11. HRIPL: Strategy for Growth for an FMCG (Hair Care) Company
 12. Designmate: Business Plan for International Markets for 3D Content
 13. ILFS – IeTS: Training Material on Entrepreneurship for CSC programme of GOI
 14. Government of Gujarat: Communication Strategy for Destigmatisation of Mental Illness
 15. Ministry of Agriculture, Government of India: Expert Member of the National Horticulture Mission
 16. Government of Gujarat, Ecology Mission Report
 17. Government of Bihar: Working Committee for Agriculture for 12th Five year Plan
 18. Shoppers Stop Limited: Courseware for Retail Store Operation
 19. Bonn Foods: Customer Centric Strategies and Organisational Re-Engineering
 20. Pavit Tiles: Sales Performance Enhancement
 21. Aster Pharmacy, Dubai: Retail Chain Strategic Initiatives
 22. Amul Macho: Sales and Channel Management
 23. Just In Time: Watch Retail Expansion Strategy
 24. Indian Oil Corporation (on behalf of All OMCs): LPG Distributor Commission
 25. Titan Limited: Customer Experience Based Retailing Strategy for Taneira
 26. Eris Lifesciences Ltd: Strategy, Sales and Marketing
-
27. Ministry of Rural Development, Govt. of India, StartUp Village Entrepreneurship Programme
 28. Flourish Pure Foods Limited – Strategy, Retailing, Digital Marketing
 29. Sarthak Foods Limited – Business Growth and Organisation Development
 30. Dezine Display Limited – Business Restructuring
 31. HealWell24 Healthcare Limited – Business Strategy and Growth
 32. Ministry of Animal Husbandry, Arunachal Pradesh, Business Plans for Piggery
 33. State Rural Livelihood Mission, Mizoram, Retailing of Rural Non – Farm Produce
 34. Scribotech Limited – Market Sizing of Voice Based Medical Transcription
 35. Pearl Academy – Academic Advisor
 36. LetsUpp Digital Media –Building the business
 37. Kalandoor Building Contractors, Dubai – Growth Strategies and Plans
 38. Choithram Hospital, Indore – Organisational Readiness for the Next Journey
 39. Par Empire Trading LLC, Dubai – Growth Strategies and Plans
 40. Ministry of Rural Development – Building Rural Entrepreneurship Ecosystem
 41. IIHMRU, Jaipur – Gaining Leadership

42. Jewel Plus – Growth Strategies and Plans for Lab Grown Diamonds

43. Maharashtra State Power Generation Company Limited - Resettlement Plan for Mine Affected Population

Customised 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 General Management
7. KVIB (March, 2003)	1 – Day Workshop General Management
8. Hero Honda	3 Days Markstrat Simulation
9. Eicher Motors	3 Days Markstrat Simulation
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 (IOCL)	Co-Ordination and Retail Module
23. IIPM (IOCL)	Co-Ordination and Marketing Module
24. SEWA	Co-Ordination and Marketing Module
25. Pfizer (2007)	Marketing Module
26. RPG	Marketing Module
27. Smart Global, Dubai	One Year Retail Programme
28. Exide	Marketing Module
29. HDFC	Marketing Module
30. Oriental Bank of Commerce (Aug, 08)	Co-Ordination and Marketing Module
31. Oriental Bank of Commerce (Jan, 09)	Co-Ordination and Marketing Module
32. LIC	CRM Module
33. Pfizer (2009)	Marketing Module
34. Oriental Bank of Commerce (Dec, 09)	Co-Ordination and Marketing Module

35. Oriental Bank of Commerce (Feb, 10)	Co-Ordination and Marketing Module
36. Indian Oil Tanking (2010)	Marketing Module
37. Max New York Life	Marketing Module
38. Bajaj Finserv	Marketing Module
39. L & T	Marketing Module
40. Shoppers Stop Limited	Train the Trainers
41. HDFC – Summer and Winter Schools	Marketing and CRM
42. Splash Fashion Retail, Dubai	Area Managers/Senior Manager Leadership
43. ICICI Bank	Family Wealth Management
44. Lockheed Martin - DST	Marketing for Start-Ups
45. Landmark Hospitality, Dubai	Service and Strategy
46. Indofil	Marketing and CRM
47. Kirloskar Engines	Sales Strategy and CRM
48. ET Power of Ideas - IIGP	Marketing for Start-Ups
49. DC Handloom and Handicraft	Market Development and Linkages
50. ICICI Foundation	Value Chain Enhancement
51. Essel Group (Zee Media)	Corporate Entrepreneurship
52. Transcorp International	Leadership

Open Enrollment Management Development Programmes

1. Entrepreneurship Ecosystem Development
2. Marketing Strategy
3. Sales Management
4. Retail and Distribution Management
5. Retail Communication
6. Luxury and Lifestyle Management
7. Brand Management
8. Media Marketing
9. Service Marketing

Current Research

1. Rural Entrepreneurship
2. Product Discovery by Customers in a Store – Offline and Online
3. Brand Adoption by BoP Retailers
4. Developing a Business Models for Enhancing Access of Healthcare
5. Excellence in Hospital Leadership
6. Health Index of Indian States

7. Luxury Segment Strategies
 8. Marketing of Healthcare Products and Services
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Research Work (Published/Presented)

RETAILING

Published Papers

1. Sinha Piyush Kumar, Banerjee Arindam and Uniyal Dwarika (2002), "Deciding Where to Buy: Store Choice Behaviour of Indian Shoppers", Vikalpa, No. 2, 13 - 27.
2. Sinha P K (2002), "The World within the Shop", Praxis – Business Line Journal of Management, January, 43 – 49.
3. Anuradha Mohan Kumar, Sinha Piyush Kumar and Rajneesh Krishna (2003), "Kids in a Kirana Store: Building a Case for Retail Communication", Journal of Brand Management, Vol. 10 (3), February, pp. 219 - 232.
4. Sinha Piyush Kumar (2003), "Shopping Orientation in the Evolving Indian Market", Vikalpa, Vol. 28 (2), April - June, pp. 13 - 22.
5. Sinha Piyush Kumar and Prasad PV (2004), "Reference Prices - Impact of Shopper's Behaviour at the Store", Decision, Vol 31 (1), January – June, pp. 19 - 50.
6. 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.
7. 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.
8. Dholakia Nikhilesh and Sinha Piyush Kumar (2005), "Observations on Observation in India's Dynamic Urban Markets", FQS: Forum Qualitative Sozialforschung / Forum: Qualitative Social Research, <http://www.qualitative-research.net/fqs-texte/1-05/05-1-13-e.htm>, Vol. 6, No. 1, January, Art, 13
9. Sinha Piyush Kumar and Sanjay Kumar Kar (2006), "Insights into the Growth of New Retail Formats in India", in Retailing in the 21st Century by Murali Mantralam and Manfred Krafft, Springer, Heidelberg
10. Walter van Waterschoot, Piyush Kumar Sinha, Patrick van Kenhove, and Kristof De Wulf (2008), "Consumer Learning and its Impact on Store Format Selection", Journal of Retailing and Consumer Services, 15, pp. 194 – 210
11. Sinha Piyush Kumar, Bermuda Triangle and the Indian Retail Industry, Footfall, FICCI Retail Newsletter, October – November, 2008, 5 – 6.
12. Sinha Piyush Kumar, Living in Bermuda Triangle, Footfall, FICCI Retail Newsletter, December 2008 - January 2009, 6.
13. Sinha Piyush Kumar, Don't Fight Nature – Yours and Others, Footfall, FICCI Retail Newsletter, March – April, 2009, 4 – 5.

14. Piyush Kumar Sinha, Anand Kumar Jaiswal and Rakesh Niraj, "Online Retailing in India", in Mantralam Murali and Manfred Krafft (Eds.), *Retailing in India and China*; Publisher Springer, Forthcoming
15. Singh Kamaljit Anand and Sinha Piyush Kumar (2009), "Store Format Choice in an Evolving Market: Role of Affect, Cognition and Involvement", *The International Review of Retail, Distribution and Consumer Research*, Vol. 19, No. 5, 505–53
16. Waterschoot van Walter, Lievens Annouk, Sinha Piyush Kumar and Haes Joeri De (2011), "The Classic Conceptualisation and Classification of Distribution Service Outputs – Time for a Revision?", *European Retail Research*, Vol 24 (2), pp. 1 – 32.
17. Sinha Piyush Kumar, Srikant Gokhale and Saurabh Rawal (2015), "Online Retailing Paired with Kirana—A Formidable Combination for Emerging Markets", *Customer Needs and Solution*, Vol. 2, pp. 317 – 324
18. Dewani Prem Prakash, Piyush Kumar Sinha and Sameer Mathur (2016), "Role of gratitude and obligation in long term customer relationships", *Journal of Retailing and Consumer Services*, 31, 143-156.
19. Abhishek and Sinha P K (2016), "Elements of task definition in shopping situations: a study of Indian customers in context of products high on haptic salience", *International Journal of Indian Culture and Business Management*, 13(2), 243-265.
20. Piyush Kumar Sinha, Suraksha Gupta and Saurabh Rawal (2017), "Brand Adoption by BoP Retailers", *Qualitative Market Research: An International Journal*, Vol. 20 Issue: 2, pp.181-207, doi: 10.1108/QMR-07-2014-0056
21. Mishra H G, Sinha P K and Koul S (2017), "Customer Dependence and Customer Loyalty in Traditional and Modern Format Stores", *Journal of Indian Business Research*, Vol. 9 Issue: 1, pp. 59-78. <https://doi.org/10.1108/JIBR-12-2015-0126>.
22. Koul Surabhi, Piyush Kumar Sinha and Hari Govind Mishra (2018), "Customer perceptions of product assortment leading to store patronage: a study of small retailers", *International Journal of Business and Emerging Markets*, 10 (2), 147 – 159.
23. Gupta, R., Sinha, P. K., Sahu, A., & Sood, V. (2021). Success Drivers of Urban Haats Selling Craft Products. *International Journal of Rural Management*, 17(1), 120-139.
24. Sinha, P. K., Rawal, S., & Sinha, A. (2024). Brand Adoption by BoP Retailers. *International Journal of Rural Management*, 20(3), 369 – 391. <https://doi.org/10.1177/09730052241274413>

Conference Presentations

25. 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
26. Sinha Piyush Kumar and Dwarika Prasad Uniyal, "Segmenting Shoppers on Their Behaviour", Paper presented at the 10th EIRASS Conference at Portland, USA, August, 2003.
27. 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.

28. Subhashini Kaul and Sinha Piyush Kumar, "Impact of Expressiveness value of Service on Satisfaction and Patronage intentions", paper presented at the 2nd IIMA International Conference on Research in Marketing, 2007.
29. 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.
30. 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.
31. Sinha Piyush Kumar, Prithvi Singh and Sanjeev Tripathi, "Format Choice in Grocery Retailing", presented at the EIRASS International Conference, San Francisco, 2007.
32. Piyush Kumar Sinha, Anand Kumar Jaiswal and Rakesh Niraj, (2008) "An Empirical Examination of the Service-Profit Chain Using Individual Customer Level Data", Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, June 23-27, Las Vegas
33. Piyush Kumar Sinha, Anand Kumar Jaiswal and Rakesh Niraj, (2008) "An Empirical Examination of the Service-Profit Chain Using Individual Customer Level Data", Direct/Interactive Marketing Research Summit, October 11-12, , Las Vegas
34. Preeta Vyas and Piyush Kumar Sinha, "Loyalty Programmes: Practices, Avenues and Challenges", presented at the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, January 2009
35. Piyush Kumar Sinha, Anand Kumar Jaiswal and Rakesh Niraj, "An Empirical Examination of the Service-Profit Chain Using Individual Customer Level Data", presented at the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, January 2009
36. Srinivas Jandhyala, Renju Balu, Jegan S. and Piyush Kumar Sinha, "Tackling Negative Customer Feedback", presented at the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, January 2013
37. Suraksha Gupta and Piyush Kumar Sinha, "Defining Brand Value for Retailers that Serve Consumers at the Base of the Pyramid" presented at the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, January 2013
38. Koul S, Sinha P K and Mishra H G (2016) "Customer Perceptions of Product Assortment Leading to Store Patronage: A Study of Small Retailers", ICMC, MICA, Ahmedabad.
39. Nanarpuzha Rajesh R, Abhishek, and Piyush Kumar Sinha (2016), "Price Fairness in a Socially Embedded Market", 23rd international conference on Recent Advances in Retailing and Services Science, July 11-14, EIRAAS, Edinburgh
40. Sinha P K, Sharma. M and Mishra H. G., "Profiling of Generation-Y Female Purchasing Handbags in Jammu" presented at IIT-Delhi, April 16 – 17, 2016.
41. Sharma M, Sinha P K and Mishra. H.G, "Dynamics of Selecting a Lifestyle Store: A Qualitative Study on Jammu Market" presented at IIM Indore on May 4 – 7, 2017

42. Nanarpuzha Rajesh R, Abhishek, Rohit Varman and Piyush Kumar Sinha (2017), "Stigmatized Religion in a Traditional Marketplace", Paper Presented at the EMAC Conference, Groningen, The Netherlands, 2017
43. Sharma M, Sinha P K and Mishra H G, "Factors Influencing Lifestyle Retail Store Choice: A qualitative Study on Jammu Entrepreneurs", Presented at EDI Ahmedabad, Feb 22 – 24, 2017
44. Nanarpuzha Rajesh R, Abhishek, Rohit Varman and Piyush Kumar Sinha (2017), "Stigmatized Religion in a Traditional Marketplace", Paper Presented at the EMAC Conference, Groningen, The Netherlands, 2017
45. Sharma M, Sinha P K and Mishra H G, "Factors Influencing Lifestyle Retail Store Choice: A qualitative Study on Jammu Entrepreneurs", Presented at EDI Ahmedabad, Feb 22 – 24, 2017

Working Papers

46. Sinha Piyush Kumar and Uniyal Dwarika P, "Great Expectations: Understanding Shopper Expectations and Shopper Profile", Working Paper, MICA, 2002
47. Sinha Piyush Kumar, "Impact of Formats on Retailer's Brand: A Theoretical Analysis", Working Paper, Indian Institute of Management, Ahmedabad, November, 2002.
48. Sinha Piyush Kumar, "Segmenting Shoppers on Their Behaviour", Working Paper, Indian Institute of Management, Ahmedabad, December, 2002
49. Sinha Piyush Kumar (2004), "Using Transaction Utility Approach for Retail Format Decision", Working paper, Indian Institute of Management, Ahmedabad
50. 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
51. Sinha Piyush Kumar, Mathew Elizabeth, Kansal Ankur, "Format Choice of Food and Grocery Retailers" Working Paper. 2005-07-04, IIMA
52. Sanjeev Tripathi and Sinha Piyush Kumar, "Family and Store Choice", Working Paper 2006-11-03, IIMA
53. 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
54. Uniyal Dwrika Prasad and Sinha Piyush Kumar (2009), "POP Communications: Role of Information Search, Store Benefit and Shopping Involvement", IIMA Working Paper, WP2009-11-07
55. Sinha Piyush Kumar and Gokhale Srikant, "FDI in Retail", IIMA Working Paper, WP2012-05-02
56. Abhishek and Sinha, Piyush Kumar (2014), "Elements of task definition shopping situations: A study in context of products high on haptic salience", IIMA,
57. Sinha Piyush Kumar. Gupta Suraksha and Rawal, Saurabh (2014), "Brand Adoption by BoP Retailers", IIMA, WP2014-03-08
58. Sinha, Piyush Kumar, Uniyal, Dwarika Prasad (2014), Impact of Store format on Shopping Involvement", IIMA, WP2014-03-08

59. Sinha Piyush Kumar, Mishra Hari Govind, Kaul Surabhi (2106), Dominance of Affective over Cognitive Customer Satisfaction in Satisfaction-Loyalty Relationship in Service Encounters", IIMA , WP2014-03-16
60. Sinha P K, Mishra H G, and Koul S (2016) " Small Retailer's Merchandise Decision Making: A Grounded Theory Approach" W.P. No. 2016-05-03 , IIMA

MARKETING

Published Papers

61. "The Problem of Problem Solving", BMA Mgt. Review, March, 1989.
62. "Are Advertisement Offered as Wanted?", Marketology, July-August, 1989.
63. "Pricing of a Technical Input: A case of Cattlefeed Manufactured by Cooperative Units in India", Management and Labour Studies, October 1989.
64. "Distribution of Cattlefeed under 'Anand Pattern'", Decision, October, 1989.
65. "Middleman: A Catalyst in Rural Development", paper accepted for the 43rd Conference of the Indian Commerce Association, Jammu, 1989.
66. "Promotion of a Technical Input" A case of Cattlefeed marketed by Cooperative Enterprises in India", NMIMS Management Review, June-Dec. 1990.
67. "Emerging Service Sector in India" IIMB Management Review, Jan-Dec. 1991.
68. "Communication in Service Marketing", A & M, September 1992, New Delhi.
69. "Passing up a Star Opportunity", Economic Times, February 17, 1992, Ahmedabad.
70. "Paradigm Shift", Journal of Best Practices in Media and Marketing, August, 2000
71. "Brand – Media Fit: From Quantity to Quality", Journal of Best Practices in Media and Marketing, December, 2000.
72. "Truth About POP", POP Today, June – July, 2001, pp. 37 – 40.
73. "Rural POP", POP Today, Aug - Sept, 2001, pp. 22.
74. Sinha P K and Singh Anuj, "Radio Renaissance" Journal of Best Practices, (Jan 2002).
75. Sinha P K and Singh Anuj, "Strategic Alliance: From Competition to Co-opetition", NMIMS Management Review, (February 2002), 18 – 27
76. Sinha Piyush Kumar and Parihar Kunjesh, "Dainik Bhaskar", Asian Case Research Journal, Vol. 6 (2), December 2002, pp. 167 - 204
77. Ravichandran N and Sinha Piyush Kumar (2004), "Cool King Limited", Asian Journal of Management Cases, Vol. 1 (2), pp. 147 – 160.
78. Sinha Piyush Kumar and Prathap Oburai (2007), "Marketing in Emerging Economies", The Marketing Book, Baker M J and Hart Susan (Eds.), Butterworth Heinemann, Elsevier
79. Pandya Darshan, Sahu Subrat and Sinha Piyush Kumar (2007), "Role of Dynamic Capability and Information Technology in Customer Relationship Management", Vikalpa: The Journal for Decision Makers, Oct – Dec, Vol. 32 Issue 4, pp. 45 – 62.
80. Sinha Piyush Kumar and Som Ashok (2011), "The Luxury Roundtable: Does the Luxury Business Need a Rethink?", Vikalpa 36 (1), pp. 73 – 74.

81. Piyush Kumar Sinha, Bharathi Pathak, Sujo Thomas "Teaching Social Entrepreneurship: Development Through The Juxtaposition of Heart and Head", Indian Journal of Economics & Business, Vol. 13, No. 3, (2014) : 331-339
82. Saiyed Abrar Ali, Anita Basalingappa and Piyush Kumar Sinha (2017), "Value Networks in Heritage Walks: Case Study Ahmedabad City Walks", Journal of Heritage Management, Vol 1 (2), pp. 191 – 204.
83. Gupta, R., Sahu, A., & Sinha, P. K. (2022). Creating Enterprise Ecosystem in Left Wing Extremism Affected Areas: A Case on Inclusive Entrepreneurship. Contemporary Voice of Dalit, 1 - 21. <https://doi.org/10.1177/2455328X221094378>
84. Avinash Kumar, Ramendra Singh, Rajesh Gupta and Piyush Kumar Sinha (2024), "Entrepreneurial Competencies Influence Subjective Well-Being of Subsistence Entrepreneurs: Examining the Mediating Role of Business Performance", Journal of Small Business Management, 1 – 30.

Conference Presentations

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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

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
