



## Curriculum Vitae

**Professor - Marketing**  
**IMT-Ghaziabad**  
**Delhi (NCR)**

**Rakesh K Singh**

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Date of Birth: 30/09/1965

### Education

MBA - Birla Institute of Technology, Mesra (1989)

Fellow – XLRI, Jamshedpur, India (2014)

## EXPERIENCE-ACADEMICS

Professor-Marketing and Associate Dean(Research) at IMT Ghaziabad (December 2018....)

Professor-Marketing and Acting Dean at School of Management, Bennett University, Greater Noida (December 2017 to December 2018.)

Associate Professor IMT Ghaziabad (April 2014 to December 2017)

Guest Faculty at IIM Calcutta (2012-13)

## TEACHING AND RESEARCH

### Courses

B2B Marketing, Sales and Distribution Management, Marketing Management I

### Research Publications

#### Journals

Kalra, A., Agnihotri, R., Singh, R., Puri, S., & Kumar, N. (2020). Assessing the drivers and outcomes of behavioral self-leadership. *European Journal of Marketing*.

[Alnakhli, H.](#), [Singh, R.](#), [Agnihotri, R.](#) and [Itani, O.](#) (2020), "From cognition to action: the effect of thought self-leadership strategies and self-monitoring on adaptive selling behavior", *Journal of Business & Industrial Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JBIM-06-2019-0302>

Rakesh K Singh, Gautam Srivastava & Ashok Sharma (2019) Revisiting the Purpose of Selling: Toward a Model of Responsible Selling, *Journal of Nonprofit & Public Sector Marketing*, 31:2, 184-200, DOI: [10.1080/10495142.2019.1589620](https://doi.org/10.1080/10495142.2019.1589620)

Ramendra Singh, Rakesh Kumar Singh, Diptiman Banerji, (2018) "Emotion regulation – natural reward strategy linkage and its impact on sales performance: the mediating impact of salesmanship skills", *Journal of Business & Industrial Marketing*, Vol. 33 Issue: 3, pp.353-364, <https://doi.org/10.1108/JBIM-10-2016-0236>

Ashish Kalra, Raj Agnihotri, Nawar N. Chaker, Rakesh K. Singh & Barttanu Kumar Das (2017), "Connect within to connect outside: effect of salespeople's political skill on relationship performance", *Journal of Personal Selling & Sales Management*, 37:4, 332-348, DOI: [10.1080/08853134.2017.1391100](https://doi.org/10.1080/08853134.2017.1391100)

Rakesh Singh, Narendra Kumar, Sandeep Puri, (2017) "Thought self-leadership strategies and sales performance: integrating selling skills and adaptive selling behavior as missing links", *Journal of Business & Industrial Marketing*, Vol. 32 Issue: 5, pp.652-663, <https://doi.org/10.1108/JBIM-06-2016-0127>

Rakesh Singh, Pingali Venugopal, (2015) "The impact of salesperson customer orientation on sales performance via mediating mechanism", *Journal of Business & Industrial Marketing*, Vol. 30 Issue: 5, pp.594-607, <https://doi.org/10.1108/JBIM-08-2012-0141>

Pavlos A. Vlachos, Nikolaos G. Panagopoulos, Aristeidis Theotokis, Ramendra Singh & Rakesh K. Singh(2014) "When do corporate social responsibility initiatives impact on customer-facing employees? Evidence from India and the Netherlands", *The International Journal of Human Resource Management*, 25:22, 3086-3112, DOI: [10.1080/09585192.2014.934884](https://doi.org/10.1080/09585192.2014.934884)

Ramendra Singh, Rakesh Singh, (2012) "Karma orientation in boundary spanning sales employees: A conceptual framework and research propositions", *Journal of Indian Business Research*, Vol. 4 Issue: 3, pp.140-157, <https://doi.org/10.1108/17554191211252662>

Agnihotri R., Rapp A., Kothandaraman, P and Singh, R. (2012) "An emotion-based model of salesperson ethical behaviors", *Journal of Business Ethics*, Vol 109, Issue 2, pp 243-257 (ISSN: 0167-4544)

Raj Agnihotri, Michael Krush, Rakesh K. Singh, (2012),"Understanding the mechanism linking interpersonal traits to pro-social behaviors among salespeople: lessons from India", *Journal of Business & Industrial Marketing*, Vol. 27 Iss: 3 pp. 211 – 227. ( ISSN: 0885-8624)

## Cases

**Unilever: Using Horlick's Brand Equity to Lead** : Sandeep Puri, Sanchita Krishna, Rakesh Singh.2020. Ivey Publishing

**B9 Beverages: From start up to scale up:** Sandeep Puri, Shalki Goyal, Sanchita Krishna, Babak Hayati, and Rakesh Singh. 2019. IVEY Publishing

**Ajanta Packaging: Key Account Management;** Sandeep Puri and Rakesh Singh. 2018. IVEY Publishing.

### **Book Chapters**

Ramendra Singh & Rakesh Singh (2015), "Sales Force Recruitment and Training", in the Text Book- Ramendra Singh, *Sales and Distribution Management- A Practice-Based Approach* (Vikas Publishing, ISBN 978-93259-9406-5)

Ramendra Singh & Rakesh Singh (2014), "Drivers of Salesperson's Customer Orientation: A Work Value Perspective", in the edited book- S.Sahadev et al.(eds)*Boundary Spanning Elements and the Marketing Function in Organizations* ( Springer , ISBN 978-3-319-13439-0 , pp 49-62)

Ramendra Singh, Rakesh Singh and Anurag Beniwal (2013), "The Bharat Times and its Vendors: Distribution Relationships in Newspaper Industry" in Paliwal et al. *Cases in Business Marketing* (Tata McGraw Hill Publishers)

### **Articles**

"Sales Force and Supply Chain Management: A Network Perspective", SCM Pro/ Institute of Supply Chain Management, 2015

### **Conferences**

Agnihotri,R.,Singh,R.,Itani,O.,and,Trainor,K.J "Effects of CRM and Social Media on Buyer-Seller Information Exchanges: A Multi group Analysis Comparing High vs. Low Seller Experience" AMA Summer, 2019,Chicago.

Singh,R. Srivastav,G, "Drivers of Responsible Selling: A Self-regulation and SD-Logic Perspective", AMA Summer, 2018, Boston

Singh,R.,Singh,R., and Banerjee,D., "The mediation impact of selling skills on emotion regulation-sales performance linkage." European Marketing Academy Conference (EMAC),2016, B I Norwegian Business School, Oslo.

"Effective Customer Orientation in Salespeople: Role of Salesmanship Skills, Emotion Regulation and Natural Rewards Strategies" AMS Doctoral Consortium, Reims, 2011

"Salesperson's Customer Orientation and Sales Performance Relationship: Moderating Influence of Salesperson's Selling Skills, Self- Leadership Strategies and Emotional Intelligence" at MARCON, 2010, IIM Calcutta

"Salesperson's Karma Orientation: A Conceptual Framework and Research Propositions" (Co-authored with Ramendra Singh, Doctoral Candidate, IIM-A) Paper presented at *AMA Marketing Educator's Conference (winter), New Orleans (Feb, 2010). Paper published in conference proceedings.*

"Potential moderating influences of organizational and personal variables on customer-oriented selling-sales performance relationship" *Paper presented at National Conference in Sales*

*Management, Norfolk, Virginia. (March 25-March28, 2009) Full paper published in conference proceedings and abstract published in JPSSM.*

"Customer-Oriented Selling: Effectiveness Framework and Research Propositions", a work in progress, presented at *NASMEI 2009, held at Great Lakes Institute of Management, Chennai.*

### **TRAINING AND CONSULTING**

Faculty – Sales Leadership Program – MSIL (2019-2020)  
Program Director – Training program for Maruti Nexa -Training and Development Managers.(2017)  
Value-based selling: Developing value merchants – Apollo Tyres (2017)  
Marketing Analytics for Hindustan Coca Cola Ltd (2017)

Audience development for The New Age, a Johannesburg based newspaper (2010-12) This involved on site work as well as off-site consulting on business processes and sales growth. Deliverables of the project were as follows: (a) Sales Team Development (b) Optimal pricing for new reader acquisitions, and (c) Operational and systems architecture design.

Design and delivery of 'Sales effectiveness program' for sales executives (2010-11) – this was an all India responsibility handled jointly with head of Learning and Development at The Times Group. Total of 234 participants spread over 15 programs at various locations in India.

### **INDUSTRY EXPERIENCE (25 YEARS)**

Company: Bennett Coleman & Co. Ltd (The Times of India Group) - Aug-1989 to March-2014  
Position: **Deputy General Manager-RMD** (Results & Market Development)

Job Title: **Sales Head- West Bengal and North East**

Extensive engagement and high impact delivery in the areas of subscription management, optimal pricing, trade engagement, sales force culture alignment and technology adoption. My contributions in The Times Group is widely recognized for my work in Delhi, Patna, Guwahati and Kolkata, including a very successful launch of new **Bengali newspaper brand- Ei Samay, in Kolkata in 2012.**

### **ACADEMIC SERVICE**

Member-Editorial Team: Journal of Business and Industrial Marketing  
Reviewer for:  
Journal of Business and Industrial Marketing  
Marketing Intelligence and Planning  
International Journal of Human Resource Management  
Journal of Marketing Theory and Practice  
2019 Alden G. Clayton Dissertation Competition  
AMS/Mary Kay Dissertation Competition

### **SPECIAL MENTION**

- Faculty Fellow – 5<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium (2017)
- Faculty Fellow – 4<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium (2016)
- Faculty Fellow - 3<sup>rd</sup> AIM-AMA Sheth Foundation Doctoral Consortium (2015)
- BCCL (Bennett Coleman &Co. Limited) Chairman's awards 2013

- Academy of Marketing Science Doctoral Consortium Fellow 2011
- ET Power of Ideas 2011- Certificate of Excellence