

SUBHASH JHA
Assistant Professor of Marketing
College of Business
Purdue University Northwest
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EDUCATION

PhD in Marketing, Fogelman College of Business and Economics,
The University of Memphis, 2018

PhD in Marketing, IBS-Hyderabad, IFHE University, India, 2013
MBA, Patna University, Patna, India, 2006
BA (English Honors), Magadh University, Gaya, India, 2003

Global Colloquium on Participant-Centered Learning. - Harvard Business School. 2014
(Boston, USA), 2015 (Shanghai, China)

VISITING SCHOLAR POSITIONS

Department of Marketing, Wisconsin School of Business, The University of Wisconsin,
Madison, Wisconsin 53706 (USA), Fall 2015.

Department of Marketing and Supply Chain Management, Fogelman College of Business
and Economics, The University of Memphis, Memphis, TN 38152 (USA), 2010-2011.

ACADEMIC EXPERIENCE

2018- Present Assistant Professor
Department of Managerial Studies
College of Business, Purdue University Northwest

2013- 2016 Assistant Professor
Department of Marketing
Indian Institute of Management Udaipur, India

2008 - 2013 Research Scholar
Department of Marketing
IBS-Hyderabad (India)

INDUSTRY EXPERIENCE

2006 - 2008 Territory Sales Manager
Asian Paints Ltd. (India)

RESEARCH INTERESTS

My research revolves around understanding decision-making process of a consumer in retail servicescape, with a particular interest in understanding the effects of subtle cues in the retail environment on consumer perception and behavior. The underlying premise behind my research focus is that successful customer experience is largely shaped by the retail design and front-line staffs, specifically consumer interaction with the verbal and non-verbal cues within the environment. In my recent projects, I delved deeper in exploring the cues that can be experienced by the haptic modality and how these cues affect front-line staffs perceptions and decision making in a retail environment.

HONORS and AWARDS

June 2017 AMA-Sheth Doctoral Consortium Fellow.
April 2017 William O. Bearden Doctoral Student Research Runner-up Award.
July 2012 AIM-AMA-Sheth Foundation Doctoral Consortium Fellow
April 2012 1st Place Award in the business research category at the University of Memphis Student Research Forum.
April 2011 Runner-up Award in the business research category at the University of Memphis Student Research Forum.

REFEREED JOURNAL ARTICLES

Subhash Jha, M. S Balaji, Marla R. Stafford & Nancy Spears (Forthcoming), "Haptic information processing and need for touch in product evaluation," *Journal of Consumer Marketing* (In press).

Susan Myers, George Deitz, Bruce Huhmann, Subhash Jha & Jennifer H. Tatara (2019), "Attention to taboo advertising: An eye-tracking study of differences in attention to overall and brand-related content," *Journal of Business Research* (Available online).

Subhash Jha, Sujay Dutta & Ahmet Koksal (2019), "Effectiveness of monetary discounts: Comparing quantity scarcity and time restriction," *Journal of Consumer Marketing*, 36 (7), 901-910.

Subhash Jha, George D. Deitz, Phillip Hart & Marla R. Stafford (2019), "Sales promotions for preorder products: The role of time-of-release," *Psychology and Marketing*, 36 (1), 875-890.

M. S Balaji, Yangyang Jiang & Subhash Jha (2019), "Green hotel adoption: a personal choice or social pressure?," *International Journal of Contemporary Hospitality Management*, 31 (8), 3287-3305.

- Yangyang Jiang, M. S. Balaji & Subhash Jha (2019), "Together we tango: Value facilitation and customer participation in Airbnb, " *International Journal of Hospitality Management*, 82 (6), 169-180.
- Subhash Jha, M. S. Balaji, Kumar Rakesh Ranjan & Arun Sharma (2018), "Effect of service-related resources on employee and customer outcomes in trade shows," *Industrial Marketing Management*, 76 (1), 48-59.
- M.S. Balaji, Subhash Jha, Aditi S Sengupta & Balaji C. Krishnan (2018), "Service recovery with cynical customers: Role of negative inferred motive and customer participation in service recovery," *Journal of Business Research*, 86 (3), 109-118.
- Subhash Jha, M.S. Balaji, Ugur Yavas & Emin Babakus (2017), "Effects of frontline employee role overload on customer responses and sales performance: Moderator and Mediators," *European Journal of Marketing*, 51 (2), 282-303.
- Amaradri Mukherjee, Subhash Jha & Ronn J. Smith (2017), "Regular price \$299 pre-order price \$199: Price promotion for a pre-ordered product and the moderating role of temporal orientation," *Journal of Retailing*, 93 (2), 201-211.
- Bert Pieter-Jan Paesbrugge, Deva Rangarajan, Arun Sharma, Niladri Syam, & Subhash Jha (2017), "Purchasing-Driven sales: Matching sales strategies to the evolution of the purchasing function", *Industrial Marketing Management*, 62 (2), 171-184.
- Arun Sharma & Subhash Jha (2016), "Innovation from emerging market firms: What happens when market ambition meet technology challenges?" *Journal of Business and Industrial Marketing*, 31(4), 507-518.
- M. S. Balaji, Subhash Jha & Marla B. Royne (2015), "Customer e-complaining behaviors using social media," *The Service Industries Journal*, 35 (11-12), 633-654.
- Ugur Yavas, Subhash Jha & Emin Babakus (2015), "Relative effects of servant leadership and service technology on frontline bank employees' job outcomes," *Services Marketing Quarterly*, 36 (2), 173-187.
- Jeff Thieme, Marla B. Royne, Subhash Jha, Marian Levy & Wendy McEntee (2015), "Factors affecting the relationship between environmental concern and behaviors," *Marketing Intelligence and Planning*, 33 (5), 123-130.
- Subhash Jha, Marla B. Royne & Ankit Kesharwani (2014) "The interplay of website aesthetics and information quality on website trust," *Journal of Digital & Social Media Marketing*, 2 (3), 269-280.

Ugur Yavas, Emin Babakus, George Deitz & Subhash Jha (2014), “Correlates of customer loyalty to financial institutions: A case study,” *Journal of Consumer Marketing*, 31 (3), 218-227.

Subhash Jha, George Deitz, Emin Babakus & Ugur Yavas (2013), “The role of corporate image for quality in the formation of attitudinal service loyalty,” *Journal of Service Research*, 16 (2), 155-170.

Balaji C. Krishnan, Sujay Dutta & Subhash Jha (2013), “Effectiveness of exaggerated advertised reference prices: The role of decision time pressure,” *Journal of Retailing*, 89 (1), 105-113.

M. S Balaji, Srividya Raghawan & Subhash Jha (2011), “Role of tactile and visual inputs in product evaluation: A multisensory perspective,” *Asia Pacific Journal of Marketing and Logistics*, 23 (4), 513-530.

MANUSCRIPTS UNDER REVIEW

Subhash Jha, M.S. Balaji, Joann Peck, Jared Oakley & George D. Deitz, “Effects of environmental haptic cues on consumer perceptions of retailer warmth and competence,” Under Second Review, *Journal of Retailing*.

Balaji, M. S., Yangyang Jiang, Gurbir Singh & Subhash Jha, “Letting go or getting back: How organization culture shapes frontline employee response to customer incivility,” Received Revise and Resubmit, *Journal of Business Research*.

Prashanth Ravula & Subhash Jha, “The relative effects of mobile phone versus desktop on the formation of consideration sets: Effectiveness of real-time personalization,” Under First Review, *Journal of Marketing*.

SELECT WORK IN PROGRESS

Subhash Jha, Prashanth Ravula, M. S. Balaji & Eric W. K. See-To, “Positive at the top but negative at the bottom: Examining the role of recommendation position in usefulness of online reviews,” Status: manuscript will be submitted by December 2019 (target: *Journal of Marketing*).

Subhash Jha, Andrea Webb, Joann Peck & Anders Gustafsson, “Interpersonal touch: The effects of verbal and tactile apology after physical space violations,” Status: One lab experiment and a field study were conducted and working on the data analysis (target: *Journal of Retailing*).

Subhash Jha, Stefan Hock & Rajesh Bagchi, “The unintended consequence of shopping lists: How temporal distance increases purchase quantity,” Status: Manuscript will be submitted by December 2019 (target: *Journal of Consumer Research*).

Subhash Jha, Abhijit Guha, Abhijit Biswas & Dinesh Guari, “Making low discount attractive: The role of perceived effort,” Status: Four experiments are conducted, working on the secondary data (target: *Journal of Marketing*).

Subhash Jha & Rajesh Bagchi, “Consumers’ expectation of response time in a service recovery process,” Status: Three experiments are conducted, designing the next experiment (target: *Journal of Marketing*).

CASE STUDIES

Subhash Jha (in press), “Sadguru Netra Chikitsalaya-The eye hospital: The brand revisited”, IVEY Publishing House (accepted for publication in June 2019).

Subhash Jha, N. Vishwanathan & Sudhakar Reddy (2014), “Battle in the shipyard”, IVEY Publishing House (9B14N027), pages 18.

Subhash Jha & Atanu Adhikari (2012), “Case study research on Bihar State Milk Federation Ltd.: COMPFED: The cooperative dairy distribution network”, IVEY Publishing House (9B11A047), pages 19.

CONFERENCE PROCEEDINGS (PEER-REVIEWED)

Subhash Jha, Phillip M. Hart & George Deitz (2017), “Price promotion for a pre-ordered product: Moderator and Mediator,” *AMA Summer Conference 2017*, San Francisco (USA), August 04-06.

George Deitz & Subhash Jha (2017), “Role of narrativity and prosodic features in driving the virality of online video content,” *AMA Summer Conference 2017*, San Francisco (USA), August 04-06.

Subhash Jha & Amaradri Mukherjee (2015), “Enhancing Job Outcomes in a Trade Show: Interactive Effects of Management Support,” *SMA Conference 2015*, San Antonio, Texas (USA), November 04-07.

Amaradri Mukherjee, Subhash Jha & Ronn J. Smith (2015), “Time marches on: Effects of temporal orientation, time of release and discount sizes on purchase intentions,” *AMA Winter Marketing Educators Conference 2015*, San Antonio, Texas (USA), February 13-15.

Subhash Jha, Balaji C. Krishnan & Jared Oakley (2014), “The role of corporate image and perceived innovativeness on trade show outcomes in an emerging market”, *AMA Summer Marketing Educators Conference 2014*, San Francisco, California (USA), August 01-03.

Subhash Jha, Balaji C. Krishnan & Abhijit Biswas (2012), “Vanity seeking; A cross cultural perspective”, *NASMIE Conference, Great Lakes Institute of Management, Chennai (India)*, December 29-30.

Balaji C. Krishnan, Subhash Jha & Sujay Dutta (2012), “Semantic cues in reference price advertisements: Role of time restrictions and frequency of sale”, *AMA Summer Marketing Educators Conference 2012, Chicago, Illinois (USA)*, August 17-19.

Balaji C. Krishnan & Subhash Jha (2012), “Semantic cues in reference price advertisements: Role of sale rationale”, *Pricing Conference organized by Wayne State University, Detroit, MI (USA)* August 15-17.

Subhash Jha & Bharadhwaj, Sivakumaran (2011) “Impact of visual and tactile inputs on variety seeking”, *INFORM Marketing Science, Houston, TX (USA)* June 9-11.

Subhash Jha & Balaji C. Krishnan (2011), “I know it but I want to touch it: Does brand familiarity compensate for need for touch”? *Academy of Marketing Science, Florida (USA)*, May 24-27.

Subhash Jha, Sivakumaran Bharadhwaj & Pradeep Krishnatray (2011), “Impulse Buying Revisited: The moderating roles of need for touch and centrality for visual product aesthetics scales,” *Society for Consumer Psychology Winter Conference, Atlanta (USA)*, February 24-26.

Subhash Jha & M. S Balaji (2011), “Brand familiarity: A compensatory mechanism to overcome lack of tactility in online purchase environment,” *AMA Winter Conference, Austin, TX (USA)* February 18-20.

GRANTS and CONTRACT RESEARCH

PI for the exploratory research grant on effect of price latitude on donation: Mediating role of perceived control US\$ 4,000 by Purdue University Northwest in Fall 2018. Status: Ongoing

Co-PI for the grant on impact of privacy data events on consumer, awarded \$11,000 by FedEx Institute of Technology at The University of Memphis. Status: Completed.

Co-PI for the grant on clientelism, public services and elections in the slums of Udaipur awarded US \$50,000 as part of the Duke University (USA) – IIMU joint research initiative. Status: Completed

Co-PI for Taylor's Research Grant Scheme (TRGS) - Emerging Researchers Funding Scheme (ERFS) awarded US\$ 10,000 by Taylor University, Malaysia. Status: Completed.

Co-PI for the faculty research grant on the role of consumer knowledge in haptic information processing awarded US\$ 8,000 by FCBE, The University of Memphis. Status: Completed.

PI for the faculty research grant on the role of haptic cues in service evaluation US\$ 6,000 by IIMU. Status: Completed

PI for the faculty research grant on the role of trade-show in Business to Business Marketing US\$ 6,000 by IIMU. Status: Completed.

PI for research fund on impact of individual's need for touch and visually aesthetic design on impulse purchase US\$ 1,000 by MICA and MICORE. Status: Completed.

TEACHING INTERESTS

Principles of Marketing, Marketing Research, Business Research Methods, Consumer Behavior, Sales Management, Services Marketing, Retailing, International Marketing and Social Media and Digital Marketing.

TEACHING EXPERIENCE

Subjects	Country	Degree/Class	Class Size	Sections
Personal Selling	USA	UG	14-20	2
Sales Management	USA	UG	20	1
Marketing Management	USA	UG	30	1
Marketing Research	USA	UG	43	1
Online Marketing Research	USA	UG	44	1
Principles of Marketing	India	UG	44-48	2
Digital and Social Media Marketing	India	MBA	32	1
Consumer Behavior	India	MBA	18-60	8
Marketing Research	India	MBA	50-70	8
Theory Construction & Evaluation	India	PhD	4	2

PROFESSIONAL SERVICE

Editorial Review Board
Journal of Business Research (2016-Present)
Journal of Service Theory and Practices (2014-Present)

Ad-hoc Reviewers
Asia Pacific Journal of Marketing and Logistics
Journal of Service Research
Journal of Indian Business Research
Journal of Advertising

Member of the University Research Senate at Purdue University Northwest from January 2019 to Present.

Thesis Examination Committee

External Dissertation Committee Member of Saravana Jaikumar at IIMA (Placed at IIMC as an Assistant Professor).

Member and Chairperson of Research and Development Committee at IIMU from March 2014 to August 2016.

Training Assignments

Three Days Training Program on Research Methodology for HPCL Executives at Pune in 2015.

Two Days Workshop on Quantitative Research Methods for Publications conducted at IBS-Hyderabad for outside faculty members and researchers in November 2012.

Two Days Workshop on Multivariate Data Analysis using SPSS conducted at Dhruva College of Management for MBA Students in June 2012.

Two Days Workshop on Structural Equations Modeling using AMOS conducted at Mudra Institute of Communication Ahmedabad (MICA) for Faculty Members and Doctoral Students in February 2012.

OTHER RELEVANT SKILLS

Language: English

Data Analysis: SPSS, AMOS, LISREL and Mplus.

Data Collection: Mechanical Turk, Qualtrics, Physiological Measures such as Eye tracking, GSR, EEG and Facial Expression (iMotion certification) and computational linguistics software (LWIC & Coh-Metrix).

REFERENCES AVAILABLE UPON REQUEST