

Curriculum Vitae



Dr Priyanka Gupta

Senior Lecturer, Business Analytics Programme
School of Business

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Education Qualifications

2020	PhD in Quantitative Marketing, Nanyang Technological University
2008	PGDBM (Marketing), S.P. Jain Institute of Management & Research, India
2004	Bachelor of Technology, Indian Institute of Technology

Academic and Professional Experience

Sept 2021 - Present	Senior Lecturer, School of Business, Singapore University of Social Sciences
Sept 2020 - Aug 2021	Postdoctoral Research Fellow in Marketing, National University of Singapore
2018	Instructor, Nanyang Technological University
2011 - 2013	AGM- Marketing, Lodha Group Pvt Ltd., India
2008 - 2011	Assistant Brand Manager, Nestle (India) Ltd.
2004 - 2006	Executive Engineer, Reliance Communication, India

Memberships and Professional Activities

2016 - Present	Member, INFORMS
2018 INFORMS	Doctoral Consortium Fellow, Philadelphia, PA

Research Interests

- Substantive: Retail competition; technology in marketing
- Methodological: Dynamic spatial models; field experiments

Selected Publications

- **Priyanka Gupta** and Sadat Reza, "Spatio-temporal propagation of asymmetric inter and intra-channel effects of competitive price promotions", ISMS Marketing Science Conference, Philadelphia, June 2018

Working Papers

- A spatial econometric analysis of price competition in the carbonated soft drinks category among geographically connected retailers, in preparation, 2020
- Use of Mobile Apps in CPG Distribution Operations in Emerging Markets - a Randomized Controlled Trial, in preparation, 2020
- Understanding the differences between customer feedback metrics in healthcare context, in preparation, 2021

Teaching Interests

- Marketing Research
- Quantitative Methods
- Data Management
- Data Visualization
- Marketing Strategy
- Pricing
- Online Marketing

Updated on 12 October 2021