

RAHUL NARNINDI

rahuln.2020@pbs.smu.edu.sg. +6585982155. [linkedin.com/in/rahul-narnindi/](https://www.linkedin.com/in/rahul-narnindi/)

Currently a 4th year doctoral student at the Singapore Management University. I aim to pursue a career in marketing academia in India

EDUCATION

Singapore Management University	Aug 2020 – Jun 2025
PhD in Marketing – Quantitative stream (Advisors: Ernst C Osinga and Sandeep R Chandukala)	
Singapore Management University	Jan 2019 - Dec 2019
Master of Business Administration	
Indian Institute of Technology Madras – India	Aug 2006 - May 2011
Bachelor of Technology and Master of Technology, Mechanical Engineering	

EMPLOYMENT

Johnson & Johnson – Singapore	June 2019 – Nov 2019
Internship - Supply chain and Analytics, Consumer goods	
Nissan & Fiat Chrysler Automobiles – Chennai, India	Jul 2011 - Sep 2018
Power train controls	

RESEARCH INTERESTS

Public policy – marketing interface, Pharmaceutical marketing, Quantitative modeling

RESEARCH PROJECTS

Keeping the doctor away: Impact of prescription-to-OTC drug switches on competitor drug prices
Under review at Journal of Marketing Research

Effect of generic substitution laws on physician payments
In preparation for submission to Journal of Marketing

TEACHING & TA EXPERIENCE

LKCSB – Singapore Management University **August 2023 – Dec 2023**
MKTG 103 – Marketing research: Taught an undergraduate class of 33 students. Evaluation score: 6.5/7

Teaching assistant for MKTG 227 – Integrated Marketing Communications (2023), MKTG 219 – Marketing Channels and New Retail (2022), MKTG 101 – Marketing (2022), MKTG 103 – Marketing Research (2021)

CONFERENCE PRESENTATIONS

Singapore Rising Scholars Conference (SRSC), Singapore **May 2023**
Invited to present my paper on “Impact of prescription to OTC drug switches on competitor drug prices”

INFORMS Marketing Science Conference, Miami **June 2023**
Invited to present my paper on “Impact of prescription to OTC drug switches on competitor drug prices”

AWARDS

Placed 3rd at the university level (SMU) in the 3-minute thesis competition – a globally recognized contest where doctoral students pitch their thesis in 3 minutes. (2023)
Recipient of the Dr. Srinivas K. Reddy Research Award in 2023, annually given to SMU Marketing PhD students who showed great research potential and performance (2023)