RAHUL NARNINDI

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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 – 4.0 GPA, Dean's list Award, Academic Excellence Scholarship

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
- Panel data econometrics
- Matching methods
- Synthetic control method

RESEARCH PROJECTS

Keeping the doctor away: The 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 (Available upon request)
In preparation for submission to *Journal of Marketing*

TEACHING 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 (School average – 6.2/7)

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"

INFORMS Marketing Science Conference, Sydney   **June 2024**
Invited to present my paper on "Effect of generic substitution laws on physician payments"

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)

COURSES TAKEN (SELECTION)

- MKTG 712 - Empirical Marketing Models (Dr. Ernst Osinga)
- MKTG 707 - Marketing Models II (Dr. Sandeep Chandukala)
- MKTG 714 - Marketing Strategy (Dr. Kapil Tuli)
- MKTG 715 - Marketing Strategy II (Dr. Srinivas Reddy & Dr. Jin Han)
- MKTG 704 - Consumer Behavior (Dr. Thomas Allard)
- IDIS 700 - Machine Learning for Social Science (Dr. Richard Crowley)
- ECON 611 - Econometrics I (Dr. Zhang Yichong)
- Academic Writing Course (Dr. Julien Cayla, Nanyang Technological University) (audited)
- Analytical Methods in Marketing (Dr. Jiwoong Shin, Yale University) (audited)

REFERENCES

Dissertation committee chair – Dr. Ernst Osinga
Associate Professor of Marketing
Lee Kong Chian School of Business
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Dissertation committee co-chair – Dr. Sandeep Chandukala
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Dissertation committee member – Dr. Jin Han
Professor of Marketing
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Dissertation committee member – Dr. Marc Fischer
Chair in Marketing Science and Analytics
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RESEARCH ABSTRACTS

Keeping the doctor away: The impact of prescription-to-OTC drug switches on competitor drug prices

Rx-to-OTC switches allow a drug that required a prescription (Rx) to be sold over
the counter (OTC) without a prescription. We study the effect of Rx-to-OTC drug switches
on the prices of competing drugs in the US market. We describe how Rx-to-OTC switches
represent a nonstandard market exit and entry setting by affecting both the number of
competitors in the Rx and OTC markets as well as the number of patients in each market.
Using SKU level data collected in the US over a span of 12 years by IMS Health, we show
that Rx competitor drugs increase prices by 9.9% after an Rx-to-OTC switch. We also
observe heterogeneity in the response of Rx competitor drugs based on the generic status
of the drug, whether the competitor drug has the same product form as the switched drug,
and the share of the switched drug. OTC competitors show a varied price response based on
their generic status, whether the competitor drug is manufactured by the same parent firm
as the switched drug, and the market share of the switched drug. In addition, we
demonstrate the robustness of our results using the synthetic control method. These
findings are of importance to public policymakers and to managers who can get a better
understanding of price changes for various types of competitors because of an Rx-to-OTC
switch.

Effect of generic substitution laws on physician payments

In the US, introduction of generic drugs into the market offers a cheaper alternative
to the higher cost branded drugs. Generic substitutability laws which are passed at the state
level, allow pharmacists to substitute a branded drug with its equivalent generic, which
speeds up the widespread adoption of generics. However, in recent years a slight reduction
has been observed in the rate of generic adoption after their introduction into the market.
Researchers and policy makers are concerned about the increasingly aggressive
pharmaceutical advertising practices by branded drugs. In this paper, we study the effect of
generic introduction on cash payments made by branded drugs to physicians. With total
annual payments exceeding $3 billion and reaching more than 500,000 physicians in the US,
physician payments are an important tool wielded by pharmaceutical firms to increase the
brand preference for their prescription drugs. We extract the required data using text
analysis on publicly available data sources and create a novel dataset by blending multiple

datasets. We find that physician payments decrease after a generic introduction. This is currently a work in progress, and we expect to find insights that would help policy makers in making better decisions to speed up generic adoption.