

Curriculum Vitae

SUBHASH JHA

Associate Professor of Marketing
Marketing Ph.D. Program Coordinator
Director of the CNRL Lab
Fogelman College of Business and Economics
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ACADEMIC APPOINTMENTS

University of Memphis	
Associate Professor of Marketing	2023 – Present
Assistant Professor of Marketing	2020 – 2023
Purdue University Northwest	
Assistant Professor of Marketing	2018 – 2020
University of Memphis, Memphis, TN	2016 – 2018
Graduate Assistant / Instructor	
Indian Institute of Management Udaipur, India	
Assistant Professor of Marketing	2013 – 2016
IBS-Hyderabad, India	
Research Scholar	2008 – 2013
The University of Wisconsin	
Visiting Scholar	2015
University of Memphis	
Visiting Scholar	2010 – 2011

EDUCATION

University of Memphis, Memphis, TN	2016 – 2018
Ph.D., Marketing	
IBS-Hyderabad, IFHE University, India	2008 – 2013
Ph.D., Marketing	
Patna University, Patna, India	2003 – 2006
Master's Degree in business administration (MBA)	
Magadh University, Gaya, India	1998 – 2003
Bachelor of Arts, English Honors	

Harvard Business School, Shanghai, China 2015
Global Colloquium on Participant-Centered Learning

Harvard Business School, Boston, MA 2014
Global Colloquium on Participant-Centered Learning

INDUSTRY EXPERIENCE

Asian Paints, Ltd., India 2006 – 2008
Territory Sales Manager

RESEARCH INTERESTS

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

REFEREED JOURNAL ARTICLES

Bhattacharyya, A., Jha, S., Guha, A., & Biswas, A. Should firms display the sale price using larger font? *Journal of Retailing*. (Forthcoming)

Ravula, P., Jha, S., & Biswas, A. Relative persuasiveness of repurchase intentions and recommendations in online reviews. *Journal of Retailing*. (Forthcoming)

Sen, S.S., Alexandrov, A., Jha, S., McDowell, W.C., & Babakus, E. Convenient = Competitive? How brick-and-mortar retailers can cope with online competition. *Review of Managerial Science*. (Forthcoming)

Zhang, J., Balaji, M.S., Luo, J., & Jha, S. Effectiveness of product recommendation framing on online retail platforms. *Journal of Business Research*. (Forthcoming)

Balaji, M.S., Jiang, Y., & Jha, S. (2021). Nanoinfluencer Marketing: How message features affect credibility and behavioral intentions. *Journal of Business Research*, 136 (11), 293-304.

Balaji, M. S., Jiang, Y., Singh, G., & Jha, S. (2020). Letting go or getting back: How organization culture shapes frontline employee response to customer incivility. *Journal of Business Research*, 111(4), 1-11.

Jha, S., Balaji, M.S., Peck, J., Oakley, J., & Deitz, G.D. (2020). Effects of environmental haptic cues on consumer perceptions of retailer warmth and competence. *Journal of Retailing*, 96(4), 590-605.

Myers, S., Deitz, G.D., Huhmann, B., Jha, S., & Tataru, J.H. (2020). Attention to taboo advertising: An eye-tracking study of differences in attention to overall and brand-related content. *Journal of Business Research*, 111(4), 176-186.

- Balaji, M.S., Jiang, Y., & Jha, S. (2019). Green hotel adoption: a personal choice or social pressure?. *International Journal of Contemporary Hospitality Management*, 31(8), 3287-3305.
- Jiang, Y., Balaji, M.S., & Jha, S. (2019). Together we tango: Value facilitation and customer participation in Airbnb. *International Journal of Hospitality Management*, 82(6), 169-180.
- Jha, S., Balaji, M.S., Stafford, M.R., & Spears, N. (2019). Haptic information processing and need for touch in product evaluation. *Journal of Consumer Marketing*, 37(1), 55-64.
- Jha, S., Dutta, S., & Koksai, A. (2019). Effectiveness of monetary discounts: Comparing quantity scarcity and time restriction. *Journal of Consumer Marketing*, 36(7), 901-910.
- Jha, S., Deitz, G.D., Hart, P., & Stafford, M.R. (2019). Sales promotions for preorder products: The role of time-of-release. *Psychology and Marketing*, 36(1), 875-890.
- Balaji, M.S., Jha, S., Sengupta, A.S., & Krishnan, B.C. (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.
- Jha, S., Balaji, M.S., Ranjan, K.R., & Sharma, A. (2018). Effect of service-related resources on employee and customer outcomes in trade shows. *Industrial Marketing Management*, 76(1), 48-59.
- Jan Paesbrugge, B.P., Rangarajan, D., Sharma, A., Syam, N., & Jha, S. (2017). Purchasing-Driven sales: Matching sales strategies to the evolution of the purchasing function. *Industrial Marketing Management*, 62(2), 171-184.
- Jha, S., Balaji, M.S., Yavas, U., & Babakus, E. (2017). Effects of frontline employee role overload on customer responses and sales performance: Moderator and Mediators. *European Journal of Marketing*, 51(2), 282-303.
- Mukherjee, A., Jha, S., & Smith, R.J. (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.
- Sharma, A., & Jha, S. (2016). Innovation from emerging market firms: What happens when market ambition meet technology challenges? *Journal of Business and Industrial Marketing*, 31(4), 507-518.
- Balaji, M.S., Jha, S., & Royne, M.B. (2015). Customer e-complaining behaviors using Social media. *The Service Industries Journal*, 35(11-12), 633-654.
- Thieme, J., Royne, M.B., Jha, S., Levy, M., & McEntee, W. (2015). Factors affecting the relationship between environmental concern and behaviors. *Marketing Intelligence and Planning*, 33(5), 123-130.
- Yavas, U., Jha, S., & Babakus, E. (2015). Relative effects of servant leadership and service technology on frontline bank employees' job outcomes. *Services Marketing Quarterly*, 36(2), 173-187.
- Jha, S., Royne, M.B., & Kesharwani, A. (2014). The interplay of website aesthetics and information quality on website trust. *Journal of Digital & Social Media Marketing*, 2 (3), 269-280.

- Yavas, U., Babakus, E., Deitz, G.D., & Jha, S. (2014). Correlates of customer loyalty to financial institutions: A case study. *Journal of Consumer Marketing*, 31(3), 218-227.
- Jha, S., Deitz, G.D., Babakus, E., & Yavas, U. (2013). The role of corporate image for quality in the formation of attitudinal service loyalty. *Journal of Service Research*, 16(2), 155-170.
- Krishnan, B.C., Dutta, S., & Jha, S. (2013). Effectiveness of exaggerated advertised reference prices: The role of decision time pressure. *Journal of Retailing*, 89(1), 105-113.
- Balaji, M.S., Raghawan, S., & Jha, S. (2011). Role of tactile and visual inputs in product evaluation: A multisensory perspective. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 513-530.

CASE STUDIES

- Subhash Jha, N. Vishwanathan & Sudhakar Reddy (2014), "Battle in the shipyard," IVEY Publishing House (9B14N027), page 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), page 19.

CONFERENCE PROCEEDINGS (PEER-REVIEWED)

- Jha, S., Balaji, M.S., & Peck, J. (2022, October 20-23) Am I confident in the weight? Conveying product weight in digital media using a hand [Presentation]. *Association for Consumer Research 2022*, Denver, Colorado, USA.
- Jha, S., Peck, J., & Deitz, G. (2021, April 6). Interplay of quality and pleasure based haptic cues in service quality perceptions [Presentation]. *AMA Summer Conference 2021*, Virtual.
- Jha, S., Hart, P.M., & Deitz, G.D. (2017, August 4-6). Price promotion for a pre-ordered product: Moderator and Mediator [Presentation]. *AMA Summer Conference 2017*, San Francisco, California, USA.
- Deitz, G.D., & Jha, S. (2017, August 4-6). Role of narrativity and prosodic features in Driving the virality of online video content. [Presentation]. *AMA Summer Conference 2017*, San Francisco, California, USA.
- Jha, S., & Mukherjee, A. (2015, November 4-7). Enhancing Job Outcomes in a Trade Show: Interactive Effects of Management Support. [Presentation]. *SMA Conference 2015*, San Antonio, Texas, USA), November 04-07.
- Mukherjee, A., Jha, S., & Smith, R.J. (2015, February 13-15). Time marches on: Effects of temporal orientation, time of release and discount sizes on purchase intentions [Presentation]. *AMA Winter Marketing Educators Conference 2015*, San Antonio, Texas, USA.
- Jha, S., Krishnan, B.C., & Oakley, J. (2014, August 1-3). The role of corporate image and perceived innovativeness on trade show outcomes in an emerging market [Presentation]. *AMA Summer Marketing Educators Conference 2014*, San Francisco, California, USA.
- Jha, S., Krishnan, B.C., & Biswas, A. (2012, December 29-30). Vanity seeking; A cross cultural perspective

[Presentation]. *NASMIE Conference, Great Lakes Institute of Management, Chennai, India.*

Krishnan, B.C., Jha, S., & Dutta, S. (2012, August 17-19). Semantic cues in reference price advertisements: Role of time restrictions and frequency of sale [Presentation]. *AMA Summer Marketing Educators Conference 2012, Chicago, Illinois, USA.*

Krishnan, B.C., & Jha, S. (2012, August 15-17). Semantic cues in reference price advertisements: Role of sale rationale [Presentation]. *Pricing Conference organized by Wayne State University, Detroit, Michigan, USA.*

Jha, S., & Bharadhwaj, S. (2011, June 9-11) Impact of visual and tactile inputs on variety seeking [Presentation]. *INFORM Marketing Science, Houston, Texas, USA.*

Jha, S., & Krishnan, B.C. (2011, May 24-27). I know it but I want to touch it: Does brand familiarity compensate for need for touch? [Presentation]. *Academy of Marketing Science, Florida USA.*

Jha, S., Bharadhwaj, S., & Krishnatray, P. (2011, February 24-26). Impulse Buying Revisited: The moderating roles of need for touch and centrality for visual product aesthetics scales [Presentation]. *Society for Consumer Psychology Winter Conference, Atlanta, Georgia, USA.*

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

CONFERENCE CHAIRS, INVITED TALKS, & PANELS

Invited Panelist: The Association for Consumer Research Conference, 2022

Invited Talk: Indian School of Business, 2017

Session chair: PAN IIM Conference, 2017

GRANTS & CONTRACT RESEARCH

- PI for the grant on distracted driving: Education program to reduce distracted driving among Shelby county adolescents US\$ 77,108.40 by Tennessee Highway Safety Office 2023 THSO-2023-UofM-DD-00447 in Fall 2022. Status: Ongoing.
- 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: Completed
- 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.

HONORS & AWARDS

Fall 2021	Best paper award at FCBE
Summer 2020	Teddy Jacobi Scholarship at Purdue University Northwest
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

TEACHING INTERESTS & EXPERIENCE

Principles of Marketing, Marketing Research, Business Research Methods, Consumer Behavior, Experimental Design and Analysis.

Subject	Degree/Class	Class Size	Section(s)
Adv. Research Method	Ph.D	5	1
Adv. Consumer Behavior	Ph.D	4	1
Consumer Insights	UG	15-20	6
Personal Selling	UG	14-20	2
Sales Management	UG	20	1
Marketing Management	UG	30	1
Marketing Research	UG	43	2

PH.D. ADVISING

**student name (placement, Ph.D. committee role)*

- Della Garner (current student, co-chair)
- Eric C. Narcum (Christian Brothers University, co-chair)
- Jennifer H. Tatara (DePaul University, committee member)
- Courtney B. Peters (Samford University, committee member)
- Rohini Daraboina (South Dakota State University, committee member)
- Ayan Bhattacharyya (Saginaw Valley State University, committee member)

PROFESSIONAL SERVICE

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

UNIVERSITY SERVICE

- **Coordinator**-Ph.D Program in Marketing
- **Director** of C-NRL Lab
- **Member** of the Academic Freedom & Responsibility Committee (office of the provost)
- **Member** of the Journal Ranking Committee
- **Member** of the Ph.D. Program and Research Committee
- **Chair** of the Graduate Curriculum Committee
- **Development** and implementation of coursework from the marketing undergraduate to Ph.D. levels
- **Marketing and Supply Chain Management** Search Committee Member for multiple tenure-track faculty positions