

ATANU R. SINHA

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Education

Ph.D. 1992 New York University. *Marketing.*
M. Stat. 1981 Indian Statistical Institute. *Applied Statistics and Data Analysis.*
B. Stat.(Honors) 1980 Indian Statistical Institute. *Statistics, Mathematics, Economics.*

Academic Experience

2003 - Associate Professor of Marketing
Leeds School of Business, University of Colorado, Boulder
2012 -13 Visiting Faculty in Marketing (*On leave from CU 08/12-07/13*)
Indian Institute of Management, Bangalore.
2003 -05 Associate Professor in Marketing (*On leave from CU 09/03-07/05*)
Indian School of Business, Hyderabad.
1999-2003 Assistant Professor of Marketing
Leeds School of Business, University of Colorado, Boulder.
1991-99 Assistant Professor of Marketing.
Anderson School of Management, UCLA.
1990-91 Instructor of Marketing.
Stern School of Business, New York University.
1989-90 Instructor of Statistics.
Stern School of Business, New York University.

Awards

1. Marketing Science Institute and Wharton Interactive Media Initiative Competitive Research Grant
Recipient March 2009 “The Role of Social Networks in the Diffusion of User-Generated Content.”
M. Elsner, O. Heil. A. R. Sinha.

2. Graduate Teaching Excellence Award, College of Business, University of Colorado, 2001.
3. Graduate Professor of the Year Award, College of Business, University of Colorado, 2001.
4. Winner Deloitte & Touche Best Field Study Award, Anderson School, UCLA, 1999.
5. Runner-up Deloitte & Touche Best Field Study Award, Anderson School, UCLA, 1997.

Honor

Invited to mentor several research-teams at a Silicon Valley Company's big data lab, in its digital initiatives (2015).

Research

A. Articles in Refereed Journals

1. A. Cheema, D. Chakravarti, A. R. Sinha. "Bidding Behavior in Descending and Ascending Auctions." Marketing Science, Sep-Oct 2012.
2. D. Chakravarti, A. R. Sinha and J. Kim, "Choice Research: A Wealth of Perspectives," Marketing Letters, 16:3/4, 2005, 173-182.
3. D. Chakravarti, E. A. Greenleaf, A. Sinha, A. Cheema, J. Cox, D. Friedman, T. Ho, M. Isaac, A. Mitchell, A. Rapoport, M. Rothkopf, J. Srivastava, and R. Zwick, "Auctions: Research opportunities in Marketing," Marketing Letters, 13:3, 2002, 281-296.
4. E. A. Greenleaf, J. Ma, W. Qiu, A. G. Rao, A. R. Sinha, "Note on "Guarantees in Auctions: The Auction House as Negotiator and Managerial Decision Maker"" Management Science, v. 48, no. 12, December 2002, 1640-1644.
5. A. R. Sinha and E. A. Greenleaf, "The Impact of Discrete Bidding on Seller's Strategies in Open English Auctions: Reserves and Covert Shilling," Marketing Science, v.19, no.3, Summer 2000, 244-265.
6. E. A. Greenleaf and A. R. Sinha, "Combining Buy-in Penalties with Commissions at Auction Houses," Management Science, v.42, no.4, April 1996, 529-540.
7. A. R. Sinha and B. S. Buchanan, "Assessing the Stability of Principal Components using Regression," Psychometrika, v.60, no.3, September 1995, 355-369.
8. E. A. Greenleaf, A. G. Rao and A. R. Sinha, "Guarantees in Auctions: The Auction House as Negotiator and Managerial Decision Maker," Management Science, v.39, no.9, September 1993, 1130-1145.

Invited Presentations

Invited discussant at the Indian Institute of Management Bangalore Conference of paper "An Approach to Explain and Predict the Latent Thematic Structure of Consumer Generated Text Responses" by Ashish S. Galande and Sudhir Voleti, December 2015.

"Market for Information," Adobe Tech Lab, Adobe Headquarters, San Jose, CA, Nov 2015.

Invited discussant at the Indian Institute of Management Bangalore Conference of paper "Reference Dependent Preferences on Time of Coverage: An Alternative Explanation for Why We Observe Minimal Warranties by Aruna Divya T." December 2014.

"Auctions in the Online World" Adobe Research Lab, India, July 2014.

"Seller Concession Patterns and Buyer Price Expectations: The Moderating Effects of Facial Expressions," Adobe Research Lab, India, June 2014.

"Seller Concession Patterns and Buyer Price Expectations: The Moderating Effects of Facial Expressions," Johannes Gutenberg Universität, Germany, May 2014.

Invited discussant at the Indian Institute of Management, Bangalore, Conference of paper "Bargaining Order and Delays in Multilateral Bargaining with Asymmetric Sellers by Amit Maurya and Shubhro Sarkar," December 2013.

"An Examination of Influence in Online Social Networks," Adobe Research Lab, India, July 2013.

"A Strategic Analysis of Online Infomediaries for One-of-a-Kind Services," UCLA Anderson School Marketing Camp, May 2-4, 2013.

"Examining Consumer Behaviour for Model Building in Marketing," Xerox Research Centre India, Bangalore, November 2012.

"A Moderating Smile: Seller Concession Patterns and Buyer Price Expectations," Indian Institute of Management, Ahmedabad, October 2012.

'The Emergence and Impact of User-Generated Content', Wharton Interactive Media Initiative and Marketing Science Institute sponsored invited conference for the 13 projects receiving grant, The Wharton School, Philadelphia, December 10-12, 2009 "Spreading the Word: Assessing the Factors that Determine the Popularity of User-Generated Content." (M. Elsner, O. Heil. A. R. Sinha)

"Piggybacking on Loyalty Reward Program," Invited Colloquium at Central University of Hyderabad, India, January 2009.

'Evolving Marketing Competition in the 21st Century', Marketing Science Institute and University of Mainz, Germany, June 2008 "Multi-Seller Multi-Buyer Auctions of Heterogeneous Objects: The Role of Auction Firms."

Business School, Korea University, Seoul, March 2008, "Reference Dependence in Multiple Product Purchase."

Business School, Korea University, Seoul, December 2007, "A Theoretical Model of Loyalty Program Impact on Partnerships."

Indian Institute of Management (IIM), Bangalore, August 2007, "Multi-Seller Multi-Buyer Auctions of Heterogeneous Objects: The Role of Auction Firms."

Iowa State University, Ames, April 2007, "Value Construction and Bidding Behavior in Descending and

Ascending Auctions.”

Business School, Korea University, Seoul, April 2005, “Multi-Seller Multi-Buyer Auctions of Heterogeneous Objects: The Role of Auctioneers.”

Department of Applied Economics, Katholieke Universiteit, Leuven, July 2003, “Competition under Different Types of Loyalty Reward Programs.”

Graduate School of Business, University of Chicago, Chicago, April 1996 "Protecting the Seller's Interest in Discrete Bid Auctions: Reserves versus Shilling."

Dissertation Chair

Mark Elsner 2010 – (co-chair) PhD, Johannes Gutenberg Universität, Germany. Title “How Social Networks influence Propagation of Information on the Web 2.0 and the ‘Wisdom of Crowd’.” At Cologne Graduate School in Management, Universität zu Köln, Germany.

Mark Ratchford 2009 – (co-chair) PhD, University of Colorado, Boulder. Title “Resource Based Coalitions in Marketing Channels: A Cooperative Game Theoretic Analysis.” At Owen Graduate School of Management, Vanderbilt University, Nashville.

Qiuping Li 2009 – (co-chair) PhD, University of Colorado, Boulder. Title “Memory Construction and Consumer Decision Making.” At NetSpend, San Francisco.

Rajesh Bagchi 2008 – (co-chair) PhD, University of Colorado, Boulder. Title “Seller Concession Patterns and Buyer Price Expectations: The Seller’s Face as a Moderator.” At Pamplin College of Business, Virginia Tech, Blacksburg.

Amar Cheema 2003 – (co-chair) PhD, University of Colorado, Boulder. Title “Consumer Value Construction and Price Formation Processes in Descending and Ascending Auctions.” At McIntire School of Commerce, University of Virginia, Charlottesville.

Conference Chair

Co-Chair, 6th Triennial Invitational Choice Symposium, Leeds School of Business, University of Colorado at Boulder, June 4-8, 2004.

Post Doctoral Advisor (Academic Director, Business Research Fellowship Program, ISB, 2003-05)

Research Advisor to seven ISB Post Doctoral Fellows across different business disciplines - accounting, economics, ethics, operations research, and finance.

Invited Colloquia

Topic: “Monte Carlo and Related Techniques”

Invited, as part of invited group of mathematicians and statisticians from across India, for a week long Discussion Meeting at Coorg, India Nov. 28 - Dec. 5, 2004. Under the auspices of the Indian Academy of Sciences.

Teaching

A. Courses Taught at the University of Colorado.

- i. MBA Elective Course – Pricing Strategy and Tactics; Fall 2010, 2011, 2013, 2014, 2015.
- ii. Evening MBA Compressed Elective Course – Market Intelligence; Fall 2011, 2013, 2014, 2105.
- iii. MS-BA Program Core Market Intelligence – Fall 2014, 2015.
- iv. UG Course – BCOR4004 Senior Seminar in Marketing Spring 2009, relabeled MKTG4850 Spring 2010, Spring 2011, Fall 2011, Spring 2014.
- v. Evening MBA Elective Course – Marketing Intelligence; Summer 2009, 2010.
- vi. Evening MBA Elective Course – Marketing Research; Summer 2007.
- vii. MBA Core Course - Marketing Management; Fall 1999, Spring 2001, Spring 2002, Spring 2003, Fall 2005 (7 week compressed format), Fall 2006 (7 week format).
- viii. Ph.D. Seminar – Economics Models in Marketing, Fall 1999, Summer 2001, Spring 2003.
- ix. Ph.D. Course – Experimental Design, Spring 2001, Spring 2002, Spring 2003.
- x. UG Course - MKTG 3350 Marketing Research Fall 2005, Fall 2006 (2 sections).

B. Courses Taught at the Indian Institute of Management, Bangalore

- i. MBA / EMBA Elective course Product Management, Sep – Nov 2012.
- ii. Part Time MBA Elective course Marketing Research Dec 2012 – Feb 2013.

C. Courses Taught at the Indian School of Business

- i. MBA Marketing Management, Term 1, 2004.
- ii. MBA Pre-Term Statistics, 2004-05 class.
- iii. MBA Brand Management, Term 8, 2004.
- iv. Executive programs in marketing.

- D. Courses Taught in the MBA and the Fully Employed MBA (FEMBA) programs at UCLA.
 - i. New Product Management - on a regular basis – 1992-1999.
 - ii. Marketing Research - on a regular basis – 1991-1999.
 - iii. Applied Management Research Methods - 1994.

- E. Courses Taught at the Korea University Business School.
 - i. Executive MBA program *Marketing Management (required class)*.
 - ii. Global MBA program *Channel Management and B2B Marketing* (elective class).
 - iii. Global MBA program *Marketing Management (required class)*.

- F. Course Taught at SUNY at Buffalo program run in Singapore Institute of Management.
 - i. Product and Brand Management to Senior Undergraduate Students

- G. Advisor to ISB student team working with UNIDO on developing metric for small companies to assess their utilization of outsourcing.

- H. Advisor to CU MBA students' team for National Non-Profit Case Competition, Washington D.C., March 24-25, 2000.

- I. Advisor to several UCLA field studies for clients like Microsoft, Toyota, Nissan, Harman Consumer Group, Princess Cruises, K-Swiss, Disney Co., Society Expeditions, etc.

- J. Other Teaching at UCLA
 - i. Executive Program for Mid-Level and Senior managers in the Communications Industry.
 - ii. Field Study Workshops for MBA and FEMBA Students.

Research Presentation at Professional Societies / Conferences

“Competitive Lead Purchase by One-of-a-Kind Service Providers,” INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013. (A. R. Sinha, Y. Sun)

“Resource Based Coalitions in Marketing Channels: A Cooperative Game-Theoretic Analysis.” INFORMS Marketing Science Conference, Cologne, Germany, June 2010. (M. Ratchford, D.

Chakravarti, A. R. Sinha.)

“Memory Distortions in Consumer Decisions.” INFORMS Marketing Science Conference, Cologne, Germany, June 2010. (Q. Li, D. Chakravarti, A. R. Sinha.)

“Information Propagation in the Web 2.0.” INFORMS Marketing Science Conference, Cologne, Germany, June 2010. (M. Elsner, o. Heil, A. R. Sinha.)

“The Role of Social Networks in the Diffusion of User-generated Content,” Marketing Science Conference, Ann Arbor, University of Michigan, June 2009 (Mark Elsner and Oliver Heil).

“Perceived Price Fairness: The Role of Other Marketplace Players,” Asia-Pacific Association for Consumer Research, Hyderabad, India, January 2009 (Mark Ratchford and Atanu R Sinha).

“Seller’s Face and Concession Patterns: Influence on Buyer’s Price Expectations,” Asia-Pacific Association for Consumer Research, Hyderabad, India, January 2009 (Rajesh Bagchi, Dipankar Chakravarti, Atanu Sinha).

“Seller’s Facial Expressions and Concession Patterns: Role of Buyer’s Beliefs in Influencing Buyer’s Price Expectations,” INFORMS Marketing Science Conference, Vancouver, CA, June 2008 (Rajesh Bagchi, Dipankar Chakravarti, Atanu Sinha).

"Fairness in Consumer Markets: Price Expectations, Cost Saliency & Competition" ACR Conference Poster session, October 2007 (Mark Ratchford and Atanu R Sinha).

"Reading the Opponent's Face: Buyer's Price Expectations from Seller's Concession Patterns", Marketing Science Conference, Singapore, June 2007 (Rajesh Bagchi, Dipankar Chakravarti, Atanu Sinha).

"A Dynamic Model of Efficiency of Loyalty Reward Programs," (Atanu R Sinha)

- International Conference on the Future of Statistical Theory, Practice and Education held in India, sponsored by the American Statistical Association, the Institute of Mathematical Statistics, and the International Indian Statistical Association, December 2004.

“Outcome Contingent Regret in Ascending and Descending Auctions,” Association for Consumer Research Conference, Portland, OR, October 2004. (Amar Cheema, Dipankar Chakravarti, and Atanu Sinha).

“Outcome Contingent Regret in Ascending and Descending Auctions,” INFORMS Marketing Science Conference, Rotterdam. June 2004 (Amar Cheema, Dipankar Chakravarti, and Atanu Sinha).

"Outcome-Contingent Regret in Ascending and Descending Auctions," 6th CU-Boulder Invitational Choice Symposium, June 2004.

“Outcome Contingent Regret in Ascending and Descending Auctions,” Behavioral Decision Research in Management, Fuqua School of Business, Duke University, April, 2004. (Amar Cheema, Dipankar Chakravarti, Atanu Sinha)

“Consumers’ Mental Accounting in Multi Product Purchase: To Bundle or Not to Bundle?,” Shaping Consumer Preferences : Conscious and Unconscious Influences" Indian School of Business, Hyderabad, December 5, 2003. (Atanu Sinha, Dipankar Chakravarti, and Srinivas Reddy).

"Consumer Value Construction and Bidding behavior in Ascending and Descending Auctions," Fordham University Conference on Behavioral Pricing, New York, NY, November 2003. Amar Cheema, Dipankar Chakravarti, and Atanu Sinha).

"Motivational and Cognitive Influences on Consumer Value Construction and Bidding in Ascending and Descending Auctions," Association for Consumer Research Conference, Toronto, ON, October 2003. (Amar Cheema, Dipankar Chakravarti, Atanu Sinha)

"Motivational and Cognitive Influences on Consumer Value Construction and Bidding in Ascending and Descending Auctions," INFORMS Marketing Science Conference, College Park, MD. May 2003 (Amar Cheema, Dipankar Chakravarti, and Atanu Sinha).

Session Organizer for “Auctions Research in Marketing,” at the INFORMS National meeting, San Jose, November 17-20, 2002.

“Seller Attraction by Auctioneers for Heterogeneous Objects,” INFORMS National Meeting, San Jose, November 17-20, 2002. (Atanu Sinha)

“Consumer Value Construction and Bidding Behavior in Ascending and Descending Auctions,” *ACR* Conference, Atlanta, October 2002 (Amar Cheema, Dipankar Chakravarti, and Atanu Sinha).

"Seller Valuation and Attraction in Auctions," *INFORMS* Marketing Science Conference, University of Alberta, Edmonton, Canada, June 2002 (Atanu Sinha).

“Moderators of Value Liability: There Seems to be Something in There!,” *INFORMS* Marketing Science Conference, University of Alberta, Edmonton, Canada, June 2002 (Amar Cheema, Dipankar Chakravarti, and Atanu Sinha).

Co-chaired the Auctions track at the *UC Berkeley Invited Choice Symposium*, and presented the track’s findings in the General Session under “Research Opportunities of Auctions in Marketing,” June 1-5, 2001.

"Valuing and Attracting Auction Bidders and Sellers: Optimal Strategies for Sellers and Auction Houses, Traditional and on the Internet," *INFORMS* Marketing Science Conference, UCLA, CA, June 2000 (Atanu Sinha and Eric Greenleaf).

“Loyalty Rewards Program: Own or Partnering?,” *INFORMS* National Conference, Philadelphia, November 1999 (Atanu Sinha and Sanjay Dhar).

“Consumers’ Tradeoff and Its Impact on Bundling,” *INFORMS* Marketing Science Conference, Berkeley, CA, March 1997 (Atanu Sinha and Srinivas Reddy).

"Shilling versus Reserves in Continuous and Discrete Bid Auctions," *INFORMS* Marketing Science Conference, Gainesville, FL, March 1996 (Atanu Sinha and Eric Greenleaf).

"Combining Buy-in Penalties with Commissions at Auction Houses: An Explanation for this Management Practice," *INFORMS* National Conference, Los Angeles, April 1995 (Eric Greenleaf and Atanu Sinha).

"Pricing Strategies for Pay-Per-View: Olympic Triplecast," TIMS Marketing Science Conference, University of Arizona, Tucson, 1994 (Atanu Sinha and Srinivas Reddy).

"Commission Auctions: Can Side Payments Make the Auction House and Seller Better Off?," UCLA-USC-UCI Colloquium, 1993 (with Eric Greenleaf).

"Setting Reserves in Commission Auctions: Using Side Payments to Make the Auction House and Seller Better Off," TIMS Marketing Science Conference, Washington University in St. Louis, 1993 (Eric Greenleaf and Atanu Sinha).

"When is it Better to be Second: An Analysis of Entry Strategy," TIMS Marketing Science Conference, University of Illinois, Urbana Champaign, 1990 (Atanu Sinha and Ambar G. Rao).

"Assessing Reliability of Latent Structure Models Using the Bootstrap," ORSA/TIMS National Conference, New York City, October 1989 (Atanu Sinha and Bruce Buchanan).

"A Joint Brand/Attribute Map Derived for Pick Any of n Data," TIMS Marketing Science Conference, University of Washington, Seattle, 1988 (Bruce Buchanan, E. Tallian, and Atanu Sinha).

Academic / Professional Service

Editorial Review Board – *Marketing Science* for calendar years 2007 and 2008.

Grant Proposal Reviewer - Social Sciences and Humanities Research Council of Canada.

Ad hoc Referee for *Journal of Political Economy*, *Marketing Science*, *Management Science*, *International Journal of Research in Marketing*, *Marketing Letters*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *European Journal of Operations Research*, *International Journal of Applied Decision Sciences*.

Industry Experience

1982-86 Market Research Officer.
Tata Motors (formerly Tata Engineering and Locomotive Company, Bombay, India.)
Started Market Research Department and Marketing Information System in the company. Did Market and New Product Identification resulting in very successful new product Tata 407 line of vehicles.

Doctoral Thesis Committee

1. Michele Swift – Ph.D. CU, Boulder (2007), Management. Oregon State University, OR.
2. John Story - Ph.D. CU, Boulder (2000), Marketing. University of Texas, San Antonio.
3. Tirthankar Roy - Ph.D., UCLA (1999), Marketing. Visiting, Washington University, St. Louis.
4. Jorge Silva-Risso - Ph.D. UCLA (1997), Marketing. University of California, Riverside, CA.

Masters Thesis Committee

1. Jeffrey Gonzales – M.S. (2002), Marketing, Leeds School, CU, Boulder.

Professional Affiliations

1. INFORMS, 1989-