

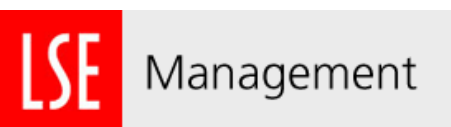
Browser does not support script.

Browser does not support script.

Browser does not support script.

Browser does not support script.

Browser does not support script.



- Main
- Staff & students
- Library
- Departments & institutes
- Research centres
- Apps

[A-Z site index](#) | [Contact](#) | [Maps](#) | [Jobs](#)

Search the LSE website

- Home
- About us
- Study
- Research
- Events
- Alumni
- People
- Staff and students [restricted access]

- Home
- Department of Management
- People

How to contact us

Department of Management  
London School of Economics  
and Political Science  
Houghton Street  
London WC2A 2AE

Room: NAB 5.06  
Email:  
[o.narasimhan@lse.ac.uk](mailto:o.narasimhan@lse.ac.uk)  
Tel: +44 (0)20 7107 5031

## Professor Om Narasimhan

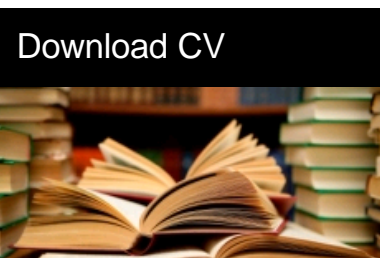
[Page Contents](#) > [Biography](#) [Publications](#)

Professor of Marketing and Deputy  
Head of Department (Faculty  
Development)

Faculty Group: Marketing

### Biography

Om Narasimhan, a Professor in the Department of Management at LSE, focuses his research on entrepreneurship in emerging markets, innovation, pricing strategy, and channels of distribution. Narasimhan earned his Ph.D. in marketing at the University of Southern California and was the Board of Overseers Chaired Professor of Marketing at the Carlson School of Management, University of Minnesota, prior to joining LSE in 2012. He has published articles in leading journals such as Marketing Science, Journal of Marketing Research, and Journal of Marketing, won SIG Best Paper awards from the American Marketing Association twice; and been named a finalist for the John D. Little award for the best paper in Marketing Science. Professor Narasimhan has been named a Marketing Science Institute Young Scholar. He has also won the Outstanding Researcher of the year award and been named the Best Elective MBA Professor of the year, both at the Carlson School of Management. He has taught courses on entrepreneurship, innovation, pricing, and marketing strategy to executives from companies such as 3M, Target, Hormel Foods, Blue Cross/Blue Shield and Samsung. He currently teaches on the Masters in Management and the Global Executive Masters in Management programs at the LSE.



### Publications

[Bonuses versus commissions: a field study](#)

Kishore, Sunil, Rao, Raghunath Singh, Narasimhan, Om and John,

George (2013) Bonuses versus commissions: a field study. Journal of Marketing Research, 50 (3). pp. 317-333. ISSN 0022-2437

[An empirical investigation of private label supply by national label producers](#)

Chen, Xinlei Jack, Narasimhan, Om, John, George and Dhar, Tirtha (2010) An empirical investigation of private label supply by national label producers. Marketing Science, 29 (4). pp. 738-755. ISSN 0732-2399

[Examining demand elasticities in Hanemann's framework: a theoretical and empirical analysis](#)

Mehta, Nitin, Chen, Xinlei Jack and Narasimhan, Om (2010) Examining demand elasticities in Hanemann's framework: a theoretical and empirical analysis. Marketing Science, 29 (3). pp. 422-437. ISSN 0732-2399

[Understanding the role of trade-ins in durable goods markets: theory and evidence](#)

Rao, Raghunath Singh, Narasimhan, Om and John, George (2009) Understanding the role of trade-ins in durable goods markets: theory and evidence. Marketing Science, 28 (5). pp. 950-967. ISSN 0732-2399

[Assessing the consequences of a channel switch](#)

Chen, Xinlei Jack, John, George and Narasimhan, Om (2008) Assessing the consequences of a channel switch. Marketing Science, 27 (3). pp. 398-416. ISSN 0732-2399

[Complete list of publications](#)

Share:   



Browser does not support script.

Browser does not support script.