

P R A S H A N T K U M A R (प्रशान्त कुमार)
ASSISTANT PROFESSOR MARKETING AREA
E-mail/Tel.: nitie.prashant@gmail.com, +91-9320761777 (INDIA)



EDUCATION

National Institute of Industrial Engineering (NITIE)
FELLOW (DOCTORAL) PROGRAMME (equivalent to PHD)

Mumbai INDIA
2010-2015

L M Thapar School of Management, Thapar University
MASTER IN BUSINESS ADMINISTRATION

Patiala INDIA
2007-2009

Uttar Pradesh Technical University
BACHELOR IN TECHNOLOGY (ELECTRICAL ENGINEERING)

Lucknow INDIA
2003-2007

RESEARCH INTERESTS

Substantive Sustainable Consumption Behavior, Branding, Storytelling, Key Account Management
Method Structural Equation Modeling, Citation/Co-citation Analysis, Text Mining, Big Data

ACADEMIC EXPERIENCE

Universidad de las Américas (University of the Americas) Puebla¹
ADJUNCT FACULTY

Puebla, MEXICO
August 2020 - present

School of Management, Asian Institute of Technology
ADJUNCT FACULTY

Bangkok, THAILAND
October 2020 - present

Institute of Management Technology²
ASSISTANT PROFESSOR

Dubai, UAE
May 2019 - Dec. 2020

T A Pai Management Institute Manipal³
ASSISTANT PROFESSOR

Manipal, INDIA
June 2015 - April 2019

Institute of Management, Nirma University Ahmedabad
ASSISTANT PROFESSOR

Ahmedabad, INDIA
June 2014 - June 2015

Indian Institute of Technology Mumbai
RESEARCH FELLOW

Mumbai INDIA
June 2009 - May 2010

¹ Member, AACSB

² Member, AACSB

³ AACSB- and AMBA-accredited

TEACHING

Universidad de las Américas (University of the Americas) Puebla MEXICO

Undergrad: Industry 4.0, Quantitative research methods, Marketing intelligence, Business forecasting

School of Management, Asian Institute of Technology THAILAND

MBA and doctoral levels: Industry 4.0, Quantitative research methods, Marketing management

Institute of Management Technology Dubai UAE

MBA: Digital marketing, Marketing research, Sales and Distribution Management, Data and decision - making, Business research methods

EMBA: Data and decision making, Business research methods

T A Pai Management Institute Manipal INDIA

MBA: Business-to-business (Industrial) marketing, Marketing research, Introduction to marketing, Marketing management, Marketing strategy, Customer relationship management

Institute of Management, Nirma University Ahmedabad INDIA

Executive MBA: Business-to-business (Industrial) marketing

Undergrad: Environmental management

PAPERS PUBLISHED

Green information quality and green brand evaluation: the moderating effects of eco-label credibility and consumer knowledge (*in press*)

European Journal of Marketing (ABDC: A)*

PRASHANT KUMAR, MICHEAL JAY POLONSKY⁴, YOGESH DWIVEDI⁵, ARPAN KAR⁶

- Defines green information quality with three dimensions - persuasiveness, completeness and credibility, offers partial support to Elaboration Livelihood Model of information processing in green advertising context, and supports literature on mediating effect of the credibility construct for green information quality and green brand evaluation relationships

Digital Mediation in Business-to-Business Marketing:

A Bibliometric Analysis

Industrial Marketing Management (ABDC: A)*

ARUN SHARMA⁷, BIPUL KUMAR⁸, SANKET VATAVWALA⁹, PRASHANT KUMAR

February 2020

- Reviews 119 relevant articles published in 29 journals between 1999 and 2019 using bibliometric methods to profile, classify and capture shifts of the literature, and to present future research direction

A Bibliometric Analysis of Extended Key Account Management Literature

Industrial Marketing Management (ABDC: A)*

PRASHANT KUMAR, ARUN SHARMA, JARI SALO¹⁰

October 2019

- Reviews 373 key account management articles published in 68 journals between 1979 and 2016 using citation analysis, document co-citation analysis (DCA), text mining using Leximancer and academic survey to, respectively, identify profile of the literature, sub-domains in the literature, changes in literature over different time periods and future research questions

⁴ Alfred Deakin Professor, Deakin Business School, Deakin University, AUSTRALIA

⁵ Professor, School of Management, Swansea University, Wales UK

⁶ Associate Professor, Department of Management Studies, Indian Institute of Technology Delhi INDIA

⁷ Professor, Miami Business School, University of Miami, UNITED STATES of AMERICA (USA)

⁸ Associate Professor, Indian Institute of Management (IIM) Indore INDIA

⁹ Doctoral scholar, Indian Institute of Management (IIM) Indore INDIA

¹⁰ Professor, Faculty of Agriculture and Forestry, University of Helsinki, FINLAND

In-Store Experience Quality and Perceived Credibility:

A Green Retailer Context

Journal of Retailing and Consumer Services (ABDC: A)

PRASHANT KUMAR, MICHEAL JAY POLONSKY

July 2019

- Examines the role of Indian consumers' perceptions of green retailers' environmental activities, and three aspects of in-store experience quality in influencing consumers' perceived credibility of one green retailer

An Analysis of the Green Consumer Domain within

Sustainability Research: 1975 to 2014

Australasian Marketing Journal (ABDC: B)

PRASHANT KUMAR, MICHEAL JAY POLONSKY

May 2017

- Analyses 677 journal articles with a green consumer focus that have appeared in 34 leading marketing, psychology and environmental journals between 1975 and 2014 using citation analysis techniques to profile the literature (i.e. most influential articles, authors, and institutions)

Intents of Green Advertisements

Asia Pacific Journal of Marketing & Logistics (ABDC: B)

PRASHANT KUMAR

2017

- Content analyzes 237 green print advertisements published between August 2010 and July 2015 in leading Indian newspapers and magazines to explore intents of the green advertisements

State of Green Marketing Research over 25 Years

(1990-2014): Literature Survey and Classification

Marketing Intelligence & Planning (ABDC: A)

PRASHANT KUMAR

2016

- Presents a literature survey on, and classification for, green marketing research comprising of peer-reviewed journal articles published in marketing, business and management journals in duration 1990-2014

Factors Affecting Green Product Purchase Decisions

Marketing Intelligence & Planning (ABDC: A)

PRASHANT KUMAR, BHIMRAO M. GHODESWAR¹¹

2015

- Presents a study of factors affecting consumers' green product purchase decisions in India using structural equation modelling on a quantitative data of 403 working Indian respondents using a 38-item questionnaire and snowball sampling method

Greening Retail: An Indian Experience

International Journal of Retail & Distribution Mgmt (ABDC: B)

PRASHANT KUMAR

2014

- Identifies core groups of green retail practices using within-case and cross-case analyses of caselets for seven retailers of environmentally-friendly products in Mumbai, India

PUBLICATIONS IN OTHER OUTLETS

Interdisciplinary Research must for Business Insights

Higher Education Magazine, The Times of India

PRASHANT KUMAR

2019

- Emphasizes that business schools can upgrade by increasing the potential of inter-disciplinary research

TruCar.in: Finding Position in an Emerging Online Market

IVEY Cases

UTKARSH, PRASHANT KUMAR, ANMOL LAMBA, MANADEEP GANGULI, SANTOSH GUPTA

2018

- Presents the struggle of Trucar.in (a small player in an emerging online car portal industry) to become a key player in Indian market so as to identify right target segments and to position against established players in the market

¹¹ (Retired) Professor, National Institute of Industrial Engineering, NITIE, INDIA

CONFERENCE PARTICIPATIONS

A Bibliometric Review of Key Account Management: Trends and Development

INAUGURAL INDUSTRIAL MARKETING MANAGEMENT SUMMIT

Copenhagen Business School, Denmark

24th-26th January 2018

Relationship between In-Store Experience Quality and Perceived Green Retail Store Credibility

ACADEMY OF MARKETING CONFERENCE

Newcastle Business School, Northumbria University, Newcastle, United Kingdom

4th-7th July 2016

Global Brands' Local Actions: Collection Centers for Recycling and Reverse Logistics

INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND GOVERNANCE

Indian Institute of Science (IISc) Bangalore, India

4th-6th September, 2012

Green Marketing Mix: A Comparative Study of Firms' Actions

SOCIETY FOR GLOBAL BUSINESS AND ECONOMIC DEVELOPMENT (SGBED)'s THE FOURTH RESEARCH SYMPOSIUM

Indian Institute of Management (IIM) Bangalore, India

9th-11th July 2012

REVIEWER ACTIVITIES

- Served as ad-hoc reviewer for international conferences such as
 - o Academy of Marketing Conference 2016
 - o Academy of Marketing Science Annual Conference 2017
- Served as ad-hoc reviewer for international journals such as
 - o Asia-Pacific Journal of Marketing & Logistics (reviewed one manuscript)
 - o European Journal of Marketing (reviewed one manuscript)
 - o International Journal of Retail & Distribution Management (reviewed two manuscripts)
 - o Marketing Intelligence & Planning (reviewed six manuscripts)
 - o Journal of Retailing & Consumer Services (reviewed one manuscript)
 - o Qualitative Market Research (reviewed two manuscripts)
- Served as ad-hoc chapter reviewer for books such as
 - o Superior Customer Value – Finding & Keeping Customers in the Now Economy (4th Ed.) (reviewed chapter on Service Excellence) written by Art Weinstein, Chair and Professor of Marketing, Nova Southeastern University

SELECT AWARDS

Outstanding Reviewer Award for the International Journal of Retail and Distribution Management in Emerald Literati Awards 2017

ACADEMIC SERVICE

- Member, Course Credit Mapping Committee 2019-20, Institute of Management Technology UAE
- Member, International Relations Office 2019-20, Institute of Management Technology Dubai UAE
 - o To initiate partnerships with QS-ranked universities for student and faculty exchange

- Co-ordinator, Faculty Recruitment Committee 2019-20, Institute of Management Technology UAE
 - o To screen candidates for faculty recruitment in the school
 - o To coordinate with shortlisted candidates for faculty recruitment process
- Co-chair, Organizing Committee, Marketing Conference 2019, at TAPMI Manipal INDIA
 - o Keynote speaker: Dr A. Parasuraman, James W. McLamore Chair and Professor at the Miami Business School, University of Miami USA
 - o Journal partners: Journal of Social Marketing (ABDC 2016: B) and International Journal of Technology Marketing (ABDC 2016: C)
- Convener, Student Feedback Instrument Committee (2018-2019) at TAPMI Manipal INDIA
 - o Modification of student feedback instrument for post-graduate courses
- Member, Committee for Student Satisfaction Survey (2018-2019) at TAPMI Manipal INDIA
 - o Analysis of students' responses on annual satisfaction survey
- Member, Research and Publication Committee (2017-2019) at TAPMI Manipal INDIA
 - o Dissimilation of research culture and support to members of the faculty in TAPMI
- Member, Research Ethics committee (2017-2019) at TAPMI Manipal INDIA
 - o Sensitization towards research ethics and ethical clearance to research projects in TAPMI
- Member, Organizing Committee (2017-2018), TAPMI-Max Planck Winter School on Bounded Rationality at TAPMI Manipal INDIA
 - o Coordination of event-level activities

REFERENCES

1. Prof. (Dr.) Arun Sharma (asharma@bus.miami.edu)
Professor, Kosar Epstein 509, Miami Business School, University of Miami, 5250 University Drive, Coral Gables, Florida, 33146 USA
2. Prof. (Dr.) Michael Jay Polonsky (michael.polonsky@deakin.edu.au)
Alfred Deakin Professor and Chair in Marketing, Department of Marketing, Deakin Business School, Deakin University, 221 Burwood Highway. Burwood, Victoria 3125 AUSTRALIA
3. Dr Jari Salo (jari.salo@helsinki.fi)
Professor, Department of Economics and Management, Faculty of Agriculture and Forestry, University of Helsinki, Yliopistonkatu 4, 00100 Helsinki, FINLAND
4. Dr Dayashankar Maurya (mauryadaya@gmail.com)
Assistant Professor, International University of Japan, 777 Kokusai-cho, Minami Uonuma, Niigata 949-7277, JAPAN

DECLARATION

This is hereby declared that all the information provided in this resume is correct at the best of my knowledge.

(Prashant Kumar)

Place: Lucknow

Date: January 29, 2021