

Name : Dr. Pradeep Kumar  
Designation : Assistant Professor (Marketing)  
Institution : BIMTECH

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### **BIOSKETCH:**

Dr. Pradeep Kumar is a faculty in the Marketing area and **Program Co-ordinator**, Doctoral Program, Centre for Research Studies (FPM/EFPM). He has more than 08 years of experience (Pre-PhD) in government sector as faculty (Non-medical) and administrative/technical (Medical IT) positions. He has more than 04 years of working experience (Post PhD) as Marketing faculty and Senior Marketing Consultant.

He was topper of exe PGDM (Marketing) at IIM Ranchi. Besides, he has received Best research paper awards from IIM Lucknow (2018) and IIM Ahmedabad (2020). He has also received the Outstanding Reviewer Awards for two consecutive years (2021 & 2022) from Journal of Asia Business Studies (Emerald), an ABDC listed journal.

He has published One research paper in A\*, Five papers in A category, and Five papers in B category of journals (ABDC).

Pradeep Kumar serves as reviewer in many journals of A\*/A/B category of journals and his current review profile (Clarivate Web of Science/Publons) is 123 reviews (ABDC Journals) excluding Elsevier (16) and Wiley (09) Journal papers. His Google scholar citations are 129 and h- Index is 07.

<https://scholar.google.co.in/citations?user=fv8qPscAAAAJ&hl=en>

### **EDUCATION**

PhD (Marketing), IIM Ranchi  
Exe PGDM, IIM Ranchi  
MCA, MBA, M.Phil (Inf.Sc.)  
PG Diploma in Health and Family Welfare Management  
PG Diploma in Clinical Research

### **AREA OF INTEREST AND RESEARCH**

Service flexibility  
Artificial intelligence  
Neuromarketing and Customer experience  
Healthcare analytics

### **TEACHING COURSES AND NEW COURSES DEVELOPED**

International Marketing  
Neuromarketing  
Services Marketing  
Marketing Analytics  
Social and Digital Media Marketing

### **EXPERIENCE**

Birla Institute of Management Technology (BIMTECH), Greater Noida, January' 2023 onwards

Assistant Professor (Selection Grade) September 2020 to January 2023 (University of Petroleum and Energy Studies (UPES), Dehradun, India.

Assistant Professor (Marketing) Rajagiri Business School, Kochi, Kerela, June 2019 to August 2020.

Senior Marketing Consultant, ASHKAM Energy Pvt. Ltd, Mumbai, India September, 2018 to June 2019.

PhD (Full Time), IIM Ranchi- June 2014 to August 2018

Lecturer (Non Medical Faculty), Rajendra Institute of Medical Sciences, Ranchi, Govt. of Jharkhand- February 2010 to June 2014

E- health Services and Telemedicine- Deptt. of Health, Medical Education and family Welfare, Govt. of Jharkhand- under ISRO Telemedicine wing. Feb 2006 to Feb 2009.

AIIMS, New Delhi (April- 2009 to March 2010, on Deputation)

System Analyst, HCL India, August 2005 to January 2006

### **ACADEMIC POSITIONS AND ASSIGNMENTS**

Course coordinator – MBA, February 2021 to December 2021

Course co-ordinator ( BBA ), January 2022 to December 2022

I/C Central Library, February 2006 to June 2014

I/C Medical Education Unit, April 2007 to June 2013

### **PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION**

Life member of GLOGIFT Society (IIT Delhi)

Life member of Medical Libray Association of India (MLAI), AIIMS, New Delhi

### **RECOGNITIONS AND AWARDS**

Best Project Award (Marketing) IIM Ranchi- 2013

Best Research paper Award (2018) IIM Lucknow

Best Research paper Award (2020) IIM Ahmedabad

Outstanding Reviewer Award (2021/2022), Journal of Asia Business Studies

Research Analyst, Brain mapping Project of MS Dhoni (Govt. of India Project)

### **RESEARCH PAPERS AND WORKING PAPERS**

Google scholar : <https://scholar.google.co.in/citations?user=fv8qPscAAAAJ&hl=en>

- Kumar, P., Sharma, S., Tutet, V. (2022) *Artificial intelligence (AI)-enabled CRM Capability in Healthcare: the impact on service innovation*, **International Journal of Information Management** [doi.org/10.1016/j.ijinfomgt.2022.102598](https://doi.org/10.1016/j.ijinfomgt.2022.102598) (ABDC-A\*)
- Kumar, P. (2022). *Managing Service flexibility in healthcare for improved customer experience: a data-driven approach*, **Journal of Strategic Marketing** [10.1080/0965254X.2022.2096671](https://doi.org/10.1080/0965254X.2022.2096671) (ABDC-A) - (Single Author)
- Kumar, P., Singh, S.K; Pereria, V.; Leonidou, E., (2020), *Cause-related marketing and Service Innovation in Emerging Healthcare: Role of Service flexibility and Service Climate*, **International Marketing Review** <https://doi.org/10.1108/IMR-03-2019-0101> (ABDC-A)
- Kumar P., Chakraborty S. (2020), *Green Service Production and Environmental Performance in healthcare Emergencies: Role of Big Data Management and Green HRM Practices*, **International Journal of Logistics Management** <https://doi.org/10.1108/IJLM-02-2021-0075> (ABDC-A)

- Kumar, P., Dwivedi, Y.K., Anand, A. (2021), Responsible Artificial Intelligence (AI) for Value Formation and Market Performance in Healthcare: the Mediating Role of Patient's Cognitive Engagement, *Information Systems Frontiers*, <https://doi.org/10.1007/s10796-021-10136-6> (ABDC-A)
- Kumar, P., Bera, S., Dutta, T., Chakraborty, S. (2018) *Auxiliary flexibility in healthcare delivery systems: An integrative framework and implications*, *Global Journal of Flexible Systems Management* [doi.org/10.1007/s40171-018-0183-y](https://doi.org/10.1007/s40171-018-0183-y) (ABDC-A)
- Kumar, P., Singh, A. (2018), *Flexibility in Service Operations: Review, Synthesis and Research Agenda, Benchmarking: An international Journal*, Vol. 27., No 07, 2020, pp. 2107-2129. DOI 10.1108/BIJ-12-2018-0405 (ABDC-B)
- Kumar, P. (2020), *Internal Flexibility in Healthcare Organizations: A Value-laden Perspective on Sustainability*, *International Journal of Organizational Analysis* DOI 10.1108/IJOA-05-2019-1766 (ABDC-B)- (Single Author)
- Kumar, P. (2020) *Green Service Production in Healthcare and Role of Value Chain Flexibility*, *International Journal of Productivity and Performance Management*. Vol. 69, No.08,2020, pp. 1721-1741 DOI 10.1108/IJPPM-12-2019-0602 (ABDC-B)- (Single Author)
- Kumar, P.(2022). *Market-focused flexibility and innovative performance in Public Healthcare: Evidence from India*. *Journal of Public Affairs*. <https://doi.org/10.1002/pa.2809> (ABDC-B)- (Single Author)
- Bera, S, Kumar, P., Bhattacharya, S. (2022) *A study on how to achieve flexibility in healthcare process: A simulation-based approach*, *International Journal of productivity and performance management* DOI 10.1108/IJPPM-06-2021-0335 (ABDC-B)
- Kumar, P. (2019), *The impact of Patient recovery flexibility on service experience in public healthcare*, *Journal of Asia Business Studies* DOI 10.1108/JABS-03-2018-0099 (ABDC-C)- (Single Author).

## RESEARCH IN PROGRESS

1. Cognitive engagement with AI-enabled technologies and value creation in healthcare (International Journal of Consumer behaviour- ABDC- A, Under review from Nov 2022)
2. Technology-based service operations in healthcare : A flexibility perspective (Healthcare management Review\_ Under Review, ABDC- A).
3. The impact of service flexibility on patient's healthcare experience and behavioural intention: A dynamic perspective. (Journal of Retailing and Consumer Services, ABDC- A).

## EDITORIAL POSITIONS AND REVIEWS

### Reviewer

Journal of Asia Business Studies (ABDC- C)  
 International Journal of Information Management (ABDC- A\*)  
 Journal of Business Research (ABDC-A)  
 Computer in human Behaviour (ABDC- A)  
 Asia Pacific journal of Management (ABDC-A)  
 Management Decision (ABDC- B)  
 International Journal of Emerging Markets (ABDC- B)  
 Cross cultural and Strategic Management (ABDC-B)  
 Asia Pacific Journal of Health Management (ABDC-C)

## CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

Kumar, P. (2020) Understanding Dynamics of Service Flexibility: Evidence from Public Healthcare Sector in India, *IIM Ahmedabad- Best Research Paper Award*  
 Kumar, P, Singh, S. (2019) CRM capability, Customer Service flexibility and Service Innovation in Public Healthcare, AIB (*Copenhagen, Denmark*)

Kumar, P. (2018) Technology-based service operations in public healthcare for improved experience; A shift from Complexity to Flexibility, *IIM Lucknow (Best Research paper Award)*

Kumar, P. Chakraborty, S., Bera, S. (2017) Auxiliary flexibility: A research framework (ANZIBA), *University of South Australia, Adelaide (Australia)*.

Chakraborty, S., Bera, S. (2017). Patient Recovery Flexibility in Healthcare Delivery System: Research Proposition and Implications, Asia Pacific Conference on Business and Management (*HEF, Singapore*)

Chakraborty, S., Bera, S (2016), A Conceptual framework of Internal Flexibility in healthcare Service Operations: Role of Quality Implementation Practices and Advanced Medical Technologies (*OSCM, Thailand*).

Kumar, P.(2017) A conceptual framework of CRM capability and service innovation: moderating role of patient recovery flexibility, *ICOM, 2017, Abu Dhabi*

Kumar, P., Mishra, B. (2015) An Integrated Approach for Maximum Customer Satisfaction in Educational Services (*NAM) Khamandu, Nepal*