

Resume of ...



Name : Jitender Kumar
Designation : Assistant
Professor (Marketing and
Retail area)
Institution : Birla Institute of Management Technology

Email : prof.jitender@gmail.com

Phone : **Phone: +91-120-6843000-10, Extension: 419**

- **BIOSKETCH:**

Jitender Kumar is a faculty of Digital Marketing. He is an Indian Institute of Management, Calcutta alumni. He has qualified NET - JRF in Management, and NET in Commerce and MMS (MARKETING) from Mumbai University. Currently, he is pursuing a Fellowship program in Management (FPM-PT) from the Indian Institute of Management, Rohtak.

As far as his curriculum vitae goes, he has over 14 years of experience. With almost Nine years of corporate and training experience, from being a Customer relationship associate to General manager (Marketing), he has tried building professional relationships, developing successful Marketing strategies, Marketing Activities and managing fast-paced marketing operations. He has developed the skills to profess in academics for more than six years as an ASSISTANT PROFESSOR in (Marketing, Digital Marketing) to undergraduate and postgraduate students. He has published research papers in Marketing Intelligence and Planning (ABDC-A), Journal of Promotion Management (ABDC-B), Journal of marketing theory and practice (ABDC-B), Young Consumers (ABDC-B), and Academy of Marketing Studies Journal (ABDC- B), Int. J. Economics and Business Research (ABDC-C), Vision: The Journal of Business Perspective (ABDC-C), published more than 10 case studies in Emerald Emerging Markets Case Studies (Scopus), including Richard Ivey Case Publishing house, published twelve patents and copyright. He has represented research papers in various National and International conferences and won the best research plan award organized by the Academy of Indian Marketing, IIM Lucknow.

He has organized National conferences, Training programmers, MDPs, FDPs, (Digital Marketing, Sales and Marketing) and International Case study workshops where he mentored and published cases in Emerald Emerging Markets Case Studies. He is a Co-Editor for two Edited books (Routledge, Taylor and Francis) (currently in production), and a few are under process. He has received numerous awards, appreciation and recognition from his previous institutes. As a result, he has a fusion of Corporate and academic background.

- **EDUCATION:**

- EFPM* from Indian Institute of Management, Rohtak (2019)
- Advanced Programme for Marketing Professional from Indian Institute of Management, Calcutta (2018)
- Qualified UGC NET (**National Eligibility Test**) JRF in Management (2013) and UGC NET in Commerce (2014).
- Masters in Management Studies (Marketing) from the University of Mumbai in 2009
- Post Graduation Diploma in Foreign Exchange and Risk Management from World Trade Centre in 2008

- Masters in Commerce from the University of Mumbai in 2006
- Bachelor in Commerce from Mumbai University in 2004
- Diploma In Business Management from the Indian Merchant's Chamber in 2003

- **AREA OF INTEREST AND RESEARCH**
 - Social media
 - Nostalgia Marketing
 - Anthropomorphism
 - Bottom of Pyramid

- **TEACHING COURSES AND NEW COURSES DEVELOPED**
 - Digital Marketing
 - Sales and Distribution Management
 - Marketing Management

- **EXPERIENCE**
 - Assistant Professor in the Department of Digital Marketing, School Of Business, Sharda University (July 2019 to Nov 2022)
 - Assistant Professor in the School Of Business, Galgotias University (July 2017-July, 2019)
 - Assistant Professor in PIET (Kurukshetra University) (July 2015- June 2016)
 - General Manager (Marketing) in Experten Office Supplies Pvt Ltd (June 2012- July 2015)
 - Assistant to General Manager in H&R Johnson(I) TBK Ltd (April 2011- May 2012)
 - Marketing Head in Honesty Net Solutions India Pvt Ltd (May 2009 – April 2011)
 - Insurance Advisor in ICICI Prudential Life Insurance (Sept 2007-April 2009)
 - Customer Relationship Associate in Zenta Private Ltd. (Nov 2004-July 2005)

- **ACADEMIC POSITIONS AND ASSIGNMENTS**

- **PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION**

- **RECOGNITIONS AND AWARDS**
 - Appreciation Letter from the Managing Director of HRJ TBK (I) Pvt Ltd for Introducing a new product on a PAN India Basis
 - Best Employee of the year (2013, 2014, 2015) in Experten Office Supplies Pvt Ltd.
 - Received Certification of Appreciation on the occasion of the EYE-DEA-LAB series 1.0
 - Conducted by Stepup 360, Supported by Startup India, MSME, NIESBUD, Entrepreneurship Cell (IIT Kharagpur), Women Innovation Entrepreneurship Foundation, Ennoble IP
 - Received Certificate of Appreciation as an Event Coordinator in the Management Fest YUKTI 2018, Organized by Galgotias University

- **RESEARCH FUNDING AND CONSULTING**
 - Consultancy project for J and K Grameen Bank (RRB) on Generating Footfalls (August 2017)

- Consultancy project for Craft Hub Project for conducting the survey and preparing final assessment report on the impact analysis of Craft Hub Project, Noida, on women participants
- Consultancy project to conduct research and prepare a baseline assessment report on the initial state of participant women in Noida and adjoining clusters for Mon Ami Foundation.
- Consultancy project for Mon Ami Foundation on the impact analysis of training on developing entrepreneurship skills for women in Noida and adjoining clusters.
- Consultancy project for Empower People on developing Generating Marketing strategy for generating revenue (In progress)
- Consultancy project for Now Foundation for planning and implementing a social media campaign and website management

- **RESEARCH PAPERS AND WORKING PAPERS**

- Kumar, J., Tapar, A., Gupta, A., Jayanthi, J., (2022), “Investigating the Role of Consumer Personality Orientations and Use of Threat in Social Cause Advertising during Covid 19”, *Journal of Promotion Management* (Accepted) (ABDC-B)
- Sharma, Y., Silal, P., Kumar, J., Singh, R. (2022), “ From Pandemic to Prada: Examining Online Luxury-Brand Self-Narratives”, *Marketing Intelligence and Planning* (Published, ABDC-A)
- Tewary, T., Gupta, A., Mishra, V., & Kumar, J. (2021). Young working women’s purchase intention towards organic cosmetic products. *International Journal of Economics and Business Research*, 22(2-3), 256-277(ABDC -C)
- Kumar, J., Gupta, A., Dixit, S., Rashid, C., & Dharwal, M. (2021). Swiggy Refurbishes Trust: Managing Reputation Meltdown Through Public Relations. *Vision: The Journal of Business Perspective* (ABDC-C)
- Gupta, A., Kumar, J., Tewary, T., & Virk, N. K. (2021). Influence of cartoon characters on generation alpha in purchase decisions. *Young Consumers*. (ABDC-B)
- Singh, R., Sharma, Y., & Kumar, J. (2020). A road less traveled in nostalgia marketing: impact of spiritual well-being on effects of nostalgic advertisements. *Journal of Marketing Theory and Practice*, 1-19. (ABDC-B)
- Rahman, M., Rashid, M. C., Kumar, J., & Gupta, A. (2020). Does Consumer Demographics Effects Store Loyalty In Departmental Stores?. *Academy of Marketing Studies Journal*, 24(4). (ABDC-B)
- Kumar, J., Gupta, A., Rashid, C., & Shyam, H. S. (2020). Impact of Services Quality in E- Banking: Evidence from Indian Public Banks. *Academy of Marketing Studies Journal*, 24(1), 1-20. (ABDC-B)

RESEARCH IN PROGRESS

- Kumar, J., Tapar, A., Bhattacharjee, S., (2022), “Social media and the Bottom of the Pyramid: A systematic literature review and future research agenda”, *International Journal of Emerging Markets* (1 st Revision submitted) (ABDC-B)
- Kumar, J., Tapar, (2022), “Adoption of Social Media at the bottom of the pyramid: a Qualitative Investigation.”

- **CASE REPOSITORY AND PUBLICATIONS**

- Singh, R., Kumar, J. and Nayak, A. (2019), “AGROY: creating value through smart farming”, *Emerald Emerging Markets Case Studies*, Vol. 9 No. 3.
- Kumar, J., Gupta, A., Tapar, A.V. and Khan, M.C.R. (2020), “EXOS: does the retention of salesforce matter in entrepreneurial start-ups?”, *Emerald Emerging Markets Case Studies*, Vol. 10 No. 3
- Kumar, J., Gupta, A. and Dixit, S. (2020), “Netflix: SVoD entertainment of next gen”, *Emerald Emerging Markets Case Studies*, Vol. 10 No. 3.

- Gupta, A., Kumar, J., Dixit, S., Khan, M. R., & Dharwal, M. (2021). Swiggy Refurbishes Trust: Managing Reputation Meltdown Through Public Relations. *Vision*, 25(3), 373-383.
- Tapar, A.V., Bhattacharjee, S. and Kumar, J. (2021), "Jindal panther: the creation of a brand", *Emerald Emerging Markets Case Studies*, Vol. 11 No. 2.
- Kumar, J. and Tapar, A.V. (2021), "39 Bakers: dilemma in expansion (part A)", *Emerald Emerging Markets Case Studies*, Vol. 11 No. 4.
- Kumar, J., Singh, A. and Gupta, A. (2022), "Robin hood insurance broking: driving growth with differentiation", *Emerald Emerging Markets Case Studies*, Vol. 12 No. 1. <https://doi.org/10.1108/EEMCS-10-2021-0325>
- Dash, S., Dam, L.B., Pillai, D. and Kumar, J. (2022), "Univ Manufacturers: key account management for B2B", Vol. 12 No. 1. <https://doi.org/10.1108/EEMCS-10-2021-0326>
- Jha et al. (2022), "39 Bakers: Roadmap to profitability through customer management", *Emerald Emerging Markets Case Studies*, (Accepted)
- Ghaffari Fard, R., Fulzele, V. and Kumar, J. (2022), "NIVA: business expansion dilemma", Vol. 12 No. 4. <https://doi.org/10.1108/EEMCS-12-2021-0404>

• **BOOKS, CHAPTERS AND TECHNICAL REPORTS**

- Kumar, J. et al. (2022). Social Media Marketing and millennials's Purchase Behavior: A systematic Literature, in a book titled Book title: Integrating New Technologies in International Business Opportunities and Challenges, Apple Academic Press (Scopus)
- Currently working on edited book series on 75 Years of Young India from Bloomsbury Publication Edited Book, Managing and Strategizing Global Business in Crisis: Resolve, Resilience Return, Re-imagination & Reform (5 Rs), Routledge (Taylor and Francis), With
- Publisher for proofreading Edited Book, International Business: Management during Crisis, Routledge (Taylor and Francis), With Publisher for the post-review process.

EDITORIAL POSITIONS AND REVIEWS

- He is also a Reviewer for the International Journal of Consumer Studies (ABDC A), Journal of Promotion Management (ABDC-B), Emerald Emerging Market Case Studies, Australasian Marketing Journal (Scopus Indexed Journal) and Sage open conference.

• **CONFERENCE, SEMINAR PAPERS AND PRESENTATIONS**

- "The Impact of Advertising and Online Consumer Reviews On Consumer Buying Behaviour; Paper presentation (Jitender kumar, Vaibhav Mishra, Ashish Gupta, Archit Tapar), 4th International Conference on Operations Management (ICOM-2022) and also Track Chair in 4th International Conference on Operations Management (ICOM-2022)
- "Factors impacting customer loyalty towards online travel and hospitality; Paper presentation (Ashish Gupta, Anup Shrivastav), 1st IIM Bodh Gaya Management Conference 2021, 21st Apr
- "Robin Hood Insurance Broking: Driving growth with differentiation"; Paper presentation (Ashish Gupta, Animesh Singh), 4th International Conference of Marketing, Strategy & Policy Conference, New Castle University, 20th Dec
- "Services Quality impact in E-banking: Evidence from Indias Private Banks"; poster presentation on (with Monisha, Ashish Gupta, M.C.Rashid, Harishankar Shyam), 7th Pan-IIM World Management Conference, Rohtak, December 12-14, 2019
- "Consumer Behavior towards organic cosmetics products" (with Ashish Gupta, M.C.Rashid,), Paper presentation in Marketing challenges in Emerging Markets 2020, IMT Hyderabad, January 17-18, 2020

- “An exploratory study on shopper’s motivation in visiting shopping malls”; paper presentation in 8th IBS Conference on Marketing and Business Strategies ICOMBS (with Ashish Gupta), ICFAI Business School, November 15-16, 2019
- “Consumer Intentions to Buy Counterfeit Products”; paper presentation in 04th International Conference on Marketing, Technology, and Society (with Ashish Gupta, Vaibhav Mishra), IIM Kozhikode, 2020.
- “Analyzing the impact of SERVQUAL dimensions in e-banking services of public sector banks” (with Dr Monisha, Dr Ashish Gupta, Dr Mohd. Chand Rashid Khan, Ms Divya) at 16th Annual World Congress, Academy for Global Business Advancement” Conference on Business and Entrepreneurship Development in a globalized and Digitalized Era” New Delhi
- “International Conference on Human rights and Gender Justice” was a resource person organized by Knowledge Steez on 6th Aug 2017, Delhi
- “Gender justice impact on consumer behaviour in purchasing decisions” in 2nd National Conference On Human Rights And Gender Justice, 12th Nov 2017, Delhi.
- “Corporate Social Responsibility a promotion tool to increase brand awareness in Indian Small and Medium Enterprises”(with Dr Ankanksha Shukla) presented at 1st International Conference on Emerging Challenges and Opportunities in Energy Sector (ECOES 2018), Jais, Rae Bareilly.
- “Consumer nostalgia in marketing: a Critique and review” in 10th international conference on emerging perspectives, practices and research trends in global business management, 17th Mar 2018, Gujarat.
- “3rd National Conference on Human Rights and Gender Justice 2018 “ was the resource person and in the organizing committee, organized by Knowledge Steez on 23rd Jun 2018, Delhi
- “National Seminar on the Critical role of the Civil Society organizations in combating trafficking in human beings” was part of the organizing committee, which was organized by Youth for Human Rights India, 10th Jan 2015, Delhi

- **MAGAZINE AND NEWSPAPER ARTICLES**

- **INTERVIEWS AND MEDIA IMPACT**

- **MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES**
 - Conducted 8 hours workshop on Digital Marketing and Advertising Management in BIMTECH from 22nd Aug 2022.
 - Organized one week workshop on Systematic Literature Review from 26th September to 2nd October 2022.
 - As a core team member, organized the 17th National Conference of Uttar Pradesh and Uttrakhand Economic Association, 2022, and generated 14 lakhs.
 - Have organized 9 weeks of “International Case Development Competency Training On “Innovation And Entrepreneurship In Emerging Markets”-IEEM 2021” from 22nd Apr to 20th Jun 2021
 - Have organized 6 days of FDP on SPSS for beginners Professionals in Sharda University from 25th Jun to 1st Jul 2020
 - Have organized MDP on Winning attributes of Successful Sales Professionals in Galgotias University and was the Resource person on 9th Sept 2018
 - Have organized MDP on Effective Selling And Negotiating Skills for Sales Professionals in Galgotias University and was the Resource person on 24th Feb 2019

- **PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS**
 - Currently has a membership of the American Marketing Association

- **DOCTORAL DISSERTATIONS AND AWARDS**
 - Currently Pursuing FPM-PT from the Indian Institute of Management, Rohtak, on Mobile Banking at the Bottom of Pyramid.
 - Won Best research plan award from the Academy of Marketing, in association with IIMLucknow

- **SOCIAL ENGAGEMENT**