

SUSHANT KUMAR

Assistant Professor (Marketing Management)

Indian Institute of Management Lucknow (IIM Lucknow)

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TEACHING & CONSULTANCY EXPERIENCE

- **Assistant Professor at Indian Institute of Management Lucknow, From April 2023 till today**
- **Assistant Professor at Indian Institute of Management Raipur, From March 2020 till March-2023**
 - *Business Research Methods – 130 Students (2 sections) – **4.6/5** (Feedback)
 - *Seminar Courses in Marketing Theory – **5/5** (Feedback)
 - *Seminar Courses in Advance Marketing Theory – **5/5** (Feedback)
 - *Consumer Behaviour – 215 Student (3 sections) – **4.6/5** (Feedback)
 - *Integrated Marketing Communication – 218 Students (3 sections) – **4.6/5** (Feedback)
- **Visiting Faculty at Institute of Management Technology, Ghaziabad from Oct, 2019**
- **Worked as Consultant** on project on Mid-Day Meal in Bihar Jan, 2020
- **Industry experience from 2010-2015**

ACHIEVEMENTS

- Received the Best Paper award at International Marketing Conference iMarc organized by IIM Shillong 2022.

EDUCATION

- **Doctorate in Philosophy (PhD)**
Indian Institute of Management Shillong (IIM Shillong), India
July 2015-March 2020
- **Post Graduate Diploma in Project Management (PGDPM)**
University of Hyderabad, Hyderabad, India
May 2013- April 2014
- **Bachelor of Technology (B.Tech.), Metallurgical and Materials Engineering**
National Institute of Technology Durgapur (NIT Durgapur), India
July 2006- May 2010

JOURNAL PUBLICATIONS

1. **Kumar, Sushant** (2023). Loneliness and Parental Separation: A Narrative Approach. Journal of Constructivist Psychology, **Accepted (ABDC-B)**.
2. Hsieh, J. K., **Kumar, Sushant**, Tang, Y. C., & Huang, G. Z. (2023). Investigating the relationships between influencers and their followers: Moderator of human brand of influencer (HBI) phase. *Electronic Commerce Research and Applications*, 58, 101252. (**ABS-2**)
3. **Kumar, Sushant**, Prashar, S., & Shah, A. (2023). Creating brand love for payment apps through emotions. *Marketing Intelligence & Planning*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-07-2022-0314> (**ABDC-A**)
4. Talwar, S., Kaur, P., **Kumar, Sushant**, Laroche, M., & Dhir, A. (2023). Caged, helpless but not bored: consumption values derived from over-the-top platforms during pandemic. *Information Technology & People*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/ITP-11-2021-0837> (**ABDC-A**)

5. Yadav, R., Panda, D. K., & **Kumar, Sushant** (2022). Understanding the individuals' motivators and barriers of e-waste recycling: A mixed-method approach. *Journal of Environmental Management*, 324, 116303. (ABDC-A)
6. Sreen, N., Mukherjee, S., Jebarajakirthy, C., **Kumar, Sushant**, & Sharma, H. (2022). Role of personal values on revisiting green hotels: a hierarchical value map approach. *Tourism Recreation Research*, 1-21. (ABDC-A)
7. Talwar, S., Kaur, P., **Kumar, Sushant**, Salo, J., Dhir, A. (2022). The balancing act: How do moral norms and anticipated pride drive food waste/reduction behaviour, *Journal of Retailing and Consumer Services*, **Accepted** (ABDC-A)
8. **Kumar, Sushant.**, Jebarajakirthy, C., & Das, M (2021). Building trust among channel members via power sources. *Journal of Business & Industrial Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JBIM-04-2021-0210> (ABDC-A)
9. Talwar, S., Kaur, P., **Kumar, Sushant.**, Hossain, M., & Dhir, A. (2021). What determines a positive attitude towards natural food products? An expectancy theory approach. *Journal of Cleaner Production*, 327, 129204. (ABDC-A)
10. **Kumar, Sushant**, Jain, A., Hsiesh, J-K (2021). Impact of Apps Aesthetics on Revisit Intentions of Food Delivery Apps: The Mediating Role of Pleasure and Arousal, *Journal of retailing and consumer services*, 102686. <https://doi.org/10.1016/j.jretconser.2021.102686> (ABDC-A)
11. **Kumar, Sushant**, Talwar, S., Krishnana, S., Kaur, P., Dhir, A. (2021). Purchasing natural personal care products in the era of fake news? The Moderating role of brand trust, *Journal of Retailing and Consumer Services*, 63, 102668, <https://doi.org/10.1016/j.jretconser.2021.102668>. (ABDC-A)
12. **Kumar, Sushant**, Shah, A. (2021). Revisiting food delivery apps during COVID-19 pandemic? Investigating the role of emotions, *Journal of Retailing and Consumer Services*, 62, 102595. <https://doi.org/10.1016/j.jretconser.2021.102595> (ABDC-A)
13. **Kumar, Sushant**, Talwar, S., Murphy, M., Kaur, P., & Dhir, A. (2021). A behavioural reasoning perspective on the consumption of local food. A study on REKO, a social media-based local food distribution system, *Food Quality and Preference*, 93, 104284. <https://doi.org/10.1016/j.foodqual.2021.104264>. (ABDC-A)
14. **Kumar, Sushant** & Yadav, R., (2021) The impact of shopping motivation on sustainable consumption: A study in the context of green apparel, *Journal of Cleaner Production*. 295, 126239, <https://doi.org/10.1016/j.jclepro.2021.126239> (ABDC-A)
15. **Kumar, Sushant**, Murphy, M., Talwar, S., Kaur, P., & Dhir, A. (2021). What drives brand love and purchase intentions towards local food distribution system? A study of social media based REKO (fair consumption) groups, *Journal of Retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser.2021.102444> (ABDC-A)
16. **Kumar, Sushant**, Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size, *Journal of Retailing and Consumer Services*, 102329. <https://doi.org/10.1016/j.jretconser.2020.102329> (ABDC-A)
17. **Kumar, Sushant**, Bashiya, K., Sreen N., Sadarangani, P., & Samalia, H., (2021), Impact of National Culture on E-Government Development- A Longitudinal Study, *Journal of Global Information Management – Vol. 29, Issue 2, pp. 1-16. DOI: 10.4018/JGIM.2021030101* (ABDC-A)
18. **Kumar, Sushant** & Dhir, A. (2020). Associations between travel and tourism competitiveness and culture, *Journal of Destination Marketing and Management*, 100501. <https://doi.org/10.1016/j.jdmm.2020.100501> (ABDC-A)
19. Sreen, N., Yadav, R., **Kumar, Sushant**, & Gleim, M. (2020). The Impact of the Institutional Environment on Green Consumption in India, *Journal of Consumer Marketing*, 38(1), 47-57. <https://doi.org/10.1108/JCM-12-2019-3536>, (ABDC-A)
20. **Kumar, Sushant**, Bashiya, K., Sadarangani, P., & Samalia, H. (2020). How Culture Impacts E-government Development. *Electronic Journal of IS Evaluation*, Vol. 23, Issue 1, pp. 17-33. <https://doi.org/10.34190/EJISE.20.23.1.002> (ABDC-B)
21. **Kumar, Sushant** & Sadarangani, P. (2019). Impact of Power on Channel Members' Behavior: Evidence from India, *Journal of Business and Industrial Marketing*, Vol. 34, Issue 5, pp. 931-947. <https://doi.org/10.1108/JBIM-07-2018-0227> (ABDC-A)
22. **Kumar, Sushant** & Purbey, Shankar (2018). Benchmarking Model for Factors Influencing Creation of Negative Electronic Word of Mouth. *Benchmarking: an International Journal*, Vol. 25, Issue 9, pp.3592-3606. (ABDC-B)

CASE PUBLICATION

1. **Kumar, Sushant** & Dwivedi, Rohit (2018). Bartos Stainless Limited – Facing Turbulence, Ivey Publication-9B18M023
2. **Kumar, Sushant**, Sadarangani, Pradip&Dwivedi, Rohit (2018). Whizz India: Challenges for First Mover, Ivey Publication- 9B18M177
3. **Kumar, Sushant**, Singh, Akash, & Singh, Ashish (2018). Zooming for Growth: Zoomcar India. Management Training Institute Steel Authority of India Limited. In a book of selected cases, Vol 23. Page 107-112.

BOOK CHAPTER PUBLICATION

1. **Kumar, Sushant** (2023). Why Do Festivals Fail?: A Case Study of Sonepur Cattle Fair Festival. In Managing Festivals for Destination Marketing and Branding, IGI Global, ISBN13: 9781668463567 | ISBN10: 1668463563 | EISBN13: 9781668463581, pp 43-56.
2. **Kumar Sushant** & Sreen, Naman (2019). *Role of Internal and External Values on Green Purchase*. In Verma, Rahul (Eds), Green Marketing as a Positive Driver toward Business Sustainability, Chapter 7, IGI Global. ISBN13: 9781522595588|ISBN10: 1522595589|EISBN13: 9781522595601.

CONFERENCE PUBLICATION

1. **Kumar, Sushant** & Shah, A (2023). Understanding Digital Piracy: Empowerment Theory and Norm Activation Model approach. In The Indian Academy of Management Conference, INDAM 2023, NMIMS Mumbai India.
2. **Kumar, Sushant** (2022). We Trust You! Role of Non-Coercive Power on Shaping Trust in Channel Relationship. In the Proceedings of the International Marketing Conference II, iMarC 2022, IIM Shillong, India.
3. **Kumar, Sushant** & Verma, A. (2021). Impact of Power on trust, affective commitment, and environmental munificence: A study of marketing channels. In the Proceedings of the 7th PAN IIM World Management Conference, PANIIM 2021, IIM Kozhikode, India.
4. Verma, A., & **Kumar, Sushant** (2021). Relationship between Materialism and Loneliness: A Mixed-method Approach. In The 7th Biennial Indian Academy of Management Conference, INDAM 2021, IIM Rohtak, Rohtak, India.
5. **Kumar Sushant** & Sadarangani, Pradip (2019). A Narrative Inquiry of Consumption. In Jain, Shailendra & Vijayalakshmi, Akshaya, *Proceedings of the Asia-Pacific Conference of the Association for Consumer Research*, presented at Asia-Pacific Conference of the Association for Consumer Research (AP-ACR), Indian Institute of Management Ahmedabad, on Jan 10-12, 2019, Volume 12, (pp. 79), Ahmedabad, India.
6. **Kumar Sushant** & Sadarangani, Pradip (2018). Understanding Consumption: A Life-Course Narrative Approach. In Thampy, Ashok, *Proceedings of the 6th PAN IIM World Management Conference, India*, Paper presented at 6th PAN IIM World Management Conference, Indian Institute of Management Bangalore, on December 13-15, 2018, (pp. 28), Bangalore, India.
7. **Kumar Sushant** & Sadarangani, Pradip (2018). A Cross-Cultural Study on Tourism: Strategies and Implications of Findings. In Cobanoglu, Cihan, *Proceedings of the GLOBE Conference in Sarasota, USA*, Paper presented at The Global Conference on Business and Economics (GLOBE) Conference, University of South Florida Sarasota-Manatee, on June 4-8, 2018, Volume 7 (pp. 166). Florida, USA.
8. **Kumar Sushant** & Sadarangani, Pradip (2018). Impact of social power on trust, agent dependence, affective commitment and environmental munificence: An emerging country context. In Martín-Peña, María L & Ruiz-Alba, José L, *proceedings of 23rd CBIM International Conference 2018, Center for Business & Industrial Marketing Sustainable Business Models: Integrating Employees, Customers and Technology*, Paper presented at The 2018 CBIM Conference, Universidad Rey Juan Carlos (Madrid, Spain), on June 18-20, 2018, (pp. 133-136). Madrid, Spain.
9. **Kumar Sushant** & Sadarangani, Pradip (2018). Study of Shopping Motivation and Buying Behaviour among Generation Y in India. In *proceedings of 11th Global Business Conference*, St. Scholastica's College-

Manila. Paper presented at The 11th Global Business Conference, Manila, on March 3, 2018, Volume 7 (pp. 345-353). Manila, Philippines.

10. **Kumar Sushant** & Sadarangani, Pradip (2017). A Narrative Inquiry on Loneliness and Compulsive Consumption among Generation Y Indian. In Indore Management Journal (IMJ) - Special Issue, *Book of Abstracts: 2017 IIM Indore- INDAM Conference*. Paper presented at The 5th Biennial Indian Academy of Management Conference 2017, IIM Indore, Indore, December 18-20 (pp. 183). IIM Indore, INDAM 2017, India.
11. Sadarangani, Pradip & **Kumar, Sushant**, (2017). Interrelation among sources of power in distribution channel: An empirical analysis of North-eastern part of India. In Satyabhusan Dash, Anita Goyal, Devashish Das Gupta & KritiBardhan Gupta (Eds.), *Proceedings of the 2017 Reaching Consumers of Emerging Markets*. Paper presented at The Annual Conference of the Emerging Markets Conference Board, IIM Lucknow, Noida January 5-7 (pp. 300-305). IIM Lucknow, Noida Campus, India
12. Dhakate Nikhil, Sharma Ambika, Parthasarathy & **Kumar, Sushant**, (2017). Analysis of Impact of Country of Origin (COO) on Consumers' Perception and buying behaviour. In Satyabhusan Dash, Anita Goyal, Devashish Das Gupta & KritiBardhan Gupta (Eds.), *Proceedings of the 2017 Reaching Consumers of Emerging Markets*. Paper presented at The Annual Conference of the Emerging Markets Conference Board, IIM Lucknow, Noida January 5-7 (pp. 72-76). IIM Lucknow, Noida Campus, India

HONORS & AWARDS

1. **Winner** of the Green Horn in "Anubhav 2017" organized by IIM Shillong Amateur **GOLF** Club
2. **Winner** of the Hole Out event in "Anubhav 2017" organized by IIM Shillong Amateur **GOLF** Club
3. **Runner up** in quiz competition "PAGANICA 2017" organized by IIM Shillong Amateur **GOLF** Club
4. Featured as **Volunteer of Month** in July, 2016 by VikasPedia (Knowledge management unit of Government of India)
5. TQMI certified QMS internal auditor 2010
6. Unit **leader for NSS** (National Service Scheme) NIT Durgapur Chapter 2010
7. **Directed a short film** 'VOICE' - semifinalist in Microsoft Imagine Cup 2009; Official Selection in SHORTSNONSTOP film festival 2009, Canada ; Consolation Prize winner in A Billions Dream- VISION 75 Competition and Listed in IMDB

PROFESSIONAL EXPERIENCES

MANAGER AT JINDAL STAINLESS LIMITED, PUNE (OCT 2013-JULY 2015)

- Responsible for Sales & Marketing of stainless steel in Pune, Aurangabad, Satara region.
- Demand estimation, Market study, environment analysis and Sales forecast
- Assist Operations in Scheduling of orders
- Budget Planning
- Responsible for ERP (SAP) support for Sales and Distribution (SD) module

ASSOCIATE MANAGER AT JINDAL STAINLESS LIMITED, ODISHA (JAN 2012 - SEP 2013)

- Globally Implemented SAP (ERP) for Sales & Distribution (SD) & Global availability to Promise (GATP) Modules
- Configuration and preparation of test scripts and unit testing.

ENGINEER TRAINEE AT JINDAL STAINLESS LIMITED, HISAR (JULY 2010 – DEC 2011)

- Handling of Customer's Quality Complaint
- Implementation & documentation formalities of ISO document for OHSAS, EHS& QMS.
- Conduct internal audit and verify the process accuracy to SOP
- Conducting regular SAP training activity