



RANJAN KUMAR

Mobile: 91- 95999 34784 E-mail: ranjan.kumar@iiml.org

Profile Summary

A seasoned professional with a unique blend of experience in the Corporate sector and in Academia. During my Corporate stint of over two decades, I have held P&L leadership roles in the research and analytics domain involving extensive global project delivery and business development responsibilities and, worked closely with CXOs and Board of Directors in the Strategy and Corporate Communication domains.

During my stint in academia, I have developed two pioneering electives, Strategic and Financial Communication and Business Storytelling Using Data; designed and delivered several MDPs for corporate leaders; and contributed to institution-building as Chairperson, Placements. As a researcher, my areas of interest include Sustainability and ESG Communication, Investor Communication, Strategic and Financial Communication, Employee Communication in Hybrid Workplaces, and Blended Learning Design and Delivery for Working Professionals.

I earned my MBA and PhD, both from the Indian Institute of Management (IIM), Lucknow.

Current Appointment

Oct, 2023 – To Date: Assistant Professor, Communications, IIM Lucknow

Prior Appointments

Jun, 2021 – Oct, 2023: Assistant Professor, Communications, IIM Amritsar; Chairperson, Placements; Chairperson, International Relations

Key Achievements:

- Launched two new electives, Strategic and Financial Communication and Business Storytelling Using Data, in the Communications Area for MBA and EMBA programs
- Delivered 17 prestigious MDPs, 5 of those as Program Director, with an average participant rating of 4.8 on a scale of 1-5
- Acquired and co-delivered a three-month-long advisory and MDP assignment with the Director, IIM Amritsar for 50 senior-most leaders at a leading oil and gas PSU
- As Chair, Placements during 2021-2023, led two back-to-back best-ever placements season, ensuring the addition of more than 20 first-time brand employers through corporate outreach

Jul, 2018 – Apr, 2021: Vice President, Strategy & Corporate Communication, V-Mart Retail

Founded in 2002, V-Mart Retail is one of India's leading value fashion retailers with around 400 stores across 24 states.

Key Achievements:

- Established the Project Management Office (PMO) for strategic initiatives and implemented Balanced Scorecard (BSC) and Objectives and Key Results (OKR) frameworks
- Co-led the PMO with the CMD and the CFO for V-Mart's first-ever fund raise of Rs. 375 crore in Jan, 2021 through the QIP route, which was oversubscribed by six times

- Conceptualizing and introducing International Integrated Reporting Council (IIRC) framework for annual reporting and investor communication
- Implemented storytelling and persuasive appeal techniques effectively for all key stakeholder communications, particularly during the COVID-19 pandemic
- Developing, communicating and implementing the CSR vision and mission, by aligning all stakeholders; introduced employee volunteering and CSR newsletter

Aug, 2015 - Jul, 2018: Associate Director, Axience Consulting

Founded in 2007, Axience is a boutique professional services firm providing financial research, business intelligence, and consulting solutions to global firms.

Key Achievements:

- Setting up the business research and consulting division, with delivery teams operating from New Delhi and Cluj-Napoca, Romania
- Acquiring and delivering business worth \$5 mn, and winning five key client accounts in the pharma-lifesciences domain

Feb, 2010 – Aug, 2015: Vice President, Research & Analytics, Dion Global

Dion, a Religare group company, is BSE-listed with offices in 22 countries. The Research and Information Services (RIS) division caters to Fortune 1000 companies, financial institutions and PE-VC firms.

Key Achievements:

- Setting up the business research, equity research and consulting business division as a P&L
- Conceptualizing and incubating new revenue lines in research, business intelligence and analytics

Nov, 2005 – Feb, 2010: Director, Research Operations, RocSearch

RocSearch is a UK-headquartered KPO providing business research and advisory services to a global client base comprising consulting, private equity, and Fortune 1000 companies.

Key Achievements:

- Leading the India-based global research and analytics delivery center
- Established the Pharma-Lifesciences practice, and was instrumental in acquiring many leading global pharma companies and consulting firms as clients
- Onsite business development trips and leading competitive bids across the RFP-due diligence-pilot lifecycle
- Rapidly progressed from project manager to Director and Head of Research Operations

Mar, 2005 – Oct, 2005: Manager, Project Management, Ranbaxy Laboratories

Ranbaxy, now owned by Sun Pharma, is among the leading specialty generics firms globally with presence in the US, Europe, Japan and BRICs markets.

Key Achievements:

- Setting up the Project Management Office for anti-AIDS and Consumer Healthcare portfolios, aligning a diverse set of stakeholders from the R&D, manufacturing, and Business teams along the product development-dossier submission-launch lifecycle

Jun, 2003 – Mar, 2005: Brand Associate, Eli Lilly

Eli Lilly is among the Top 10 pharma-biotech companies globally and has a discovery-led business model.

Key Achievements:

- Developing and launching HumaCare, a pioneering patient service model for diabetes patients in India who were prescribed Huminsulin, Lilly's human insulin brand
- Twice awarded Employee of the Quarter, the first time for driving a cost-cutting initiative and, in the second instance, for organizing the 2005 R&R event in Colombo, Sri Lanka

Oct, 1998 – Aug, 2000: Restaurant Manager, Wimpy's International

Wimpy's was the first MNC fast food chain to set up operations across India. During my two-year stint with the company, I managed restaurant operations at the three most high-traffic and profitable outlets in Delhi.

Educational Qualification

2020: Ph.D. (EFPM) Indian Institute of Management, Lucknow, India

Dissertation: Blended Learning Programs for Working Professionals: Effects of Perceived Quality, Perceived Value, Perceived Organizational Support, Active Learning, Self-Regulated Learning and Intrinsic Motivation on Skill Development

2003: PGDM Indian Institute of Management, Lucknow, India

Major: Strategy, Marketing

2000: B.A. Indira Gandhi National Open University (IGNOU), India

Major: Political Science, English, Economics

1998: Diploma in Hotel Management, Institute of Hotel Management (IHM), Lucknow, India

Major: Food and Beverage Service

Publications

1. **Kumar, R.** (2023). Zomato: An Ignorant Customer Communication Mistake or a National Issue? *Ivey Case Publishing*.
2. **Kumar, R.** (2022). E-learning Programs in Executive Education: Effects of Perceived Quality and Perceived Value on Self-Regulation and Motivation. *Higher Education, Skills and Work-Based Learning*. ([Link](#)) ABDC, 'C'/ABS 1
3. Pande, A. S., & **Kumar, R.** (2020). Implications of Indian Philosophy and Mind Management for Agency Conflicts and Leadership: A Conceptual Framework. *IIM Kozhikode Society & Management Review*, 9(1), 34-44. ([Link](#)) ABDC, 'C'/ ABS 2
4. **Kumar, R.**, & Pande, N. (2019). Blended programs for working professionals: developing a path analysis-based structural model to achieve skill development outcomes. *International Journal of Management Practice*, 12(4), 443-475. ([Link](#)) ABS 1
5. **Kumar, R.**, Pande, N., & Afreen, S. (2018). Developing a GRI-G4-based persuasive communication framework for sustainability reporting (SR). *International Journal of Emerging Markets*, 13(1), 136-161. ([Link](#)) ABDC, 'B'/ ABS 1
6. **Kumar, R.**, & Pande, N. (2018). Assessing learning style preference of working professional cohorts in India: an empirical study using Honey-Mumford's learning style questionnaire. *International Journal of Indian Culture and Business Management*, 16(3), 245-263. ([Link](#)) ABS 1
7. **Kumar, R.**, & Pande, N. (2017). Technology-mediated learning paradigm and the blended learning ecosystem: what works for working professionals?. *Procedia Computer Science*, 122, 1114-1123. ([Link](#))

International Conferences*

1. **Kumar, R.** (July, 2022). *E-learning programs in executive education: Effects of perceived quality and perceived value on self-regulation and motivation*. International Conference on Education and Learning, Pittsburgh (hybrid), USA.
2. **Kumar, R.** (May, 2022). *Blended learning programs for working professionals: Path analysis of behavioral constructs impacting skill development outcomes*. 72nd Annual International Communication Association (ICA) Conference, Paris (hybrid), France.
3. **Kumar, R.** (January, 2022). *Managing digital communication hotspots in reverse offshoring: Evidence from MSME BPO providers in India*. International Conference on Management of MSMEs, Amritsar, India.
4. **Kumar, R., & Pande, N.** (December, 2017). *Technology-mediated learning paradigm and the blended learning ecosystem: what works for working professionals?* 5th International Conference on Information Technology and Quantitative Management (ITQM), New Delhi, India.
5. **Kumar, R., & Pande, N.** (May, 2017). *Managing digital communication hotspots in reverse offshoring – Evidence from the Indian IT and BPO sector*. 9th annual Global Advances in Business Communication (GABC) conference, Antwerp, Belgium.
6. **Kumar, R., Pande, N., & Afreen, S.** (Oct, 2016). *Developing a GRI-G4-based persuasive communication framework for sustainability reporting (SR): Examining top 10 Indian banks*. International Conference on Corporate Finance, Governance & Sustainability, New Delhi, India

*(Paper selection in all the conferences was through double blind peer review)