# AVINASH KUMAR Assistant Professor-Marketing

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## **Professional Experience**

- o Assistant Professor, Marketing, IIM Calcutta. From *December 2022 to present*
- Assistant Professor, Marketing, IIM Jammu. From Februray 2022 to December 2022
- Management Trainee, Marketing, National Fertilizers Limited, (A Schedule A Miniratna Company). From *June 2016 to September 2016*
- Assistant Manager, Sales, Gujarat Cooperative Milk Marketing Federation (GCMMF) Limited. From May 2013 to May 2016

## **Educational Qualification**

- ❖ Ph.D., Marketing, Indian Institute of Management, Lucknow. 2017-2022 **Thesis title**: *Essays on Base of the Pyramid Consumers and Producers*.
- ❖ Post Graduate Diploma in Rural Management(PGDRM), Institute of Rural Management Anand(IRMA). 2011-2013

#### Research and Publications

#### **❖** Journal publications

- 1. Singh, N., Kumar, A., & Dey,K. (2023). Unlocking the potential of knowledge economy for rural resilience: The role of digital platforms. *Journal of Rural Studies*, Forthcoming. (ABS ranking: 3\*)
- 2. Ray, M., Kumar, A., & Srivastava, S. K. (2023). The impact of policy changes on the mustard ecosystem: a multi-stakeholder perspective. *Journal of Agribusiness in Developing and Emerging Economies*. (ABDC ranking: C).
- 3. Kumar, A., Dey, K., & Gupta, K. B. (2023). Food Corporation of India: Making Public Procurement More Inclusive and Efficient. *Asian Journal of Management Cases*, 09728201231168246. **(ABDC ranking: C)**.
- 4. Kumar, A., Kumra, R., & Singh, R. (2022). Drivers, Barriers, and Facilitators of Entrepreneurship at BoP: Review, Conceptual Framework and Research Agenda. *Journal of Macromarketing*, 02761467221088257. **(ABDC Ranking: A).**
- 5. Kumar, A., Kumra, R., & Singh, R. (2022). Base of the pyramid producers' constraints: An integrated review and research agenda. *Journal of Business Research*, 140, 115-129. (ABDC Ranking: A).
- 6. Kumar, A., & Kumra, R. (2021). Television viewing and conspicuous consumption of households: evidence from India. *Journal of Consumer Marketing*. (ABDC Ranking: A).

#### **\*** Conference papers

- 1. Kumar, A., Kumra, R., & Ranjan, K.R. (2023). Value propositions underlying BoP producers' enablement by social enterprises: practice view. AMA Summer Academic Conference, 2023.
- 2. Kumar, A., & Kumra, R. (2021, July 5-7). Value proposition for base of the pyramid producers: an abductive approach [Paper presentation]. Academy of Marketing Conference, 2021, online.
- 3. Kumar, A., & Kumra, R. (2020, August 18-20). Television Viewing and Conspicuous Consumption at the Base of the Pyramid: An Empirical Examination [Paper presentation]. AMA Summer Academic Conference, 2020, online.
- 4. Kumar, A., & Kumra, R. (2019, December 12-14). Television Viewing and Conspicuous Consumption at the BoP: Evidence from India [Paper presentation]. Seventh PAN-IIM World Management Conference, New Delhi, India.

#### Opinion-Editorials(OP-EDs)

- 1. Kumar, A., & Kushankur D.(2023). Uplifting Vishwakrma for a better life and livelihood. *The Hindu Business Line*. October 9, 2023 (print edition).
- **2.** Dey, K., & Kumar, A. (2023). Need a bottom-up action plan to tackle climate change challenge. *The Hindu Business Line*. April 27, 2023 (print edition).
- **3.** Dey, K., & Kumar, A. (2023). Digital public infra alone can't lift farm fortunes. *The Hindu Business Line*. February 19, 2023 (print edition).
- 4. Dey, K., & Kumar, A. (2022). Unlocking the potential of platform cooperatives. *The Hindu Business Line*. March 28, 2022 (print edition).
- 5. Kumar, A., & Kushankur D.(2021). Farm laws repealed, but ground reality still grim. *The Hindu Business Line*. November 23, 2021 (print edition).
- **6.** Kumar, A., & Kushankur D. (2021). Agri-digitisation brings both benefits and risks. *The Hindu Business Line*. October 27, 2021 (print edition).
- 7. Kumari, N., Dey, K., & Kumar, A. (2021). Business comes full circle. *The Hindu Business Line*. August 26, 2021 (print edition).
- **8.** Kumar, A., & Dey, K. (2021). Funding education. *The Hindu Business Line*. August 4, 2021 (print edition).
- 9. Kumar, A., & Dey, K. (2020). Dairy, MSP, and FCI: Myths and Realities. *The Hindu Business Line*. December 2, 2020 (print edition).
- 10. Kumar, A., & Dey, K.. (2020). Why the humble spud needs a hand? *The Hindu Business Line*. November 5, 2020 (Print version).
- 11. Dey, K., & Kumar, A. (2020). For UP's migrant workers, cane sector can be a sweetener. *The Hindu Business Line*. September 21, 2020 (Print version).

## Training and Consulting

- 1. Joint Program Director for customized faculty development program titled "Strengthening Teaching Skills, Entrepreneurship and Incubation for Agriculture Sector" for Central Agricultural University Imphal at IIM Calcutta
- 2. Joint Program Director for Third Academic Module of the Mahatma Gandhi National Fellowship Program at IIM Jammu

## **Teaching Interests**

- Marketing Management
- o Sales and Distribution Management
- o Marketing to Base of the Pyramid
- Rural Marketing
- Business to Business Marketing

## **Consulting Interests**

- o Rural and Low-income Markets
- Value Propositions and Service Ecosystem
- Social Enterprises
- o Consumer Well-being

### Research Interests

- o Base of the Pyramid
- Subsistence Marketplaces
- Social Enterprises
- Value Proposition
- Digital platforms
- Sales and Distribution
- Business to Business Marketing

#### Awards and Certifications

- o Best in track Paper Award at 2023 AMA Summer Academic Conference
- o UGC NET-JRF in Management
- o ICAR JRF
- ICAR National Talent Scholarship