

AJAY KUMAR



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MBA, NET – JRF, PhD
Assistant Professor,
Central University of Haryana
Guest Editor – Special Issue, Journal of Business Research &
International Journal of Consumer Studies
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Career Objective

- To contribute to the literature of marketing and research methodology through research and take this research in classroom while imparting the acquired knowledge and skills in the field of academics.

Areas of Interest

- Consumer Behavior, Brand Management, Research Methodology, Marketing Management

Journal – Latest Publication

- Dhiman, N., & Kumar, A. (2022). What we know and don't know about consumer happiness – Review, Synthesis and Research Agenda. *Journal of Interactive Marketing*. Forthcoming. Elsevier Publication. Impact Factor: 6.28 (ABDC-A).
- Kumar, A., Paul, J., & Starcevic, S. (2021). Do brands make consumers happy?- A masstige theory perspective. *Journal of Retailing and Consumer Services*. 58. <https://doi.org/10.1016/j.jretconser.2020.102318>. Elsevier Publication. Impact Factor: 7.13 (UK ABS – Level 2, ABDC – A)
- Singh, A., & Kumar, A. (2021). Designing the marketspace for millennials: fun, functionality or risk? *Journal of Marketing Analytics*. 9 (311-327) <https://doi.org/10.1057/s41270-021-00104-z>
- Kumar, A., Paul, J., & Unnithan, A. (2020). 'Masstige' marketing: A review, synthesis and research agenda. *Journal of Business Research*. 113(May), 384-398. <https://doi.org/10.1016/j.jbusres.2019.09.030>. Elsevier Publication. Impact Factor: 7.55 (UK ABS – Level 3, ABDC – A)
- Kumar, A., & Paul, J. (2018). Mass prestige value and competition between American versus Asian laptop brands in an emerging market-Theory and evidence. *International Business Review*, 27(5), 969-981. <https://doi.org/10.1016/j.ibusrev.2018.02.007>. Elsevier Publication. Impact Factor: 5.91 (UK ABS – Level , ABDC – A)
- Kumar, A. (2018). Story of Aaker's Brand Personality Scale Criticism. *Spanish Journal of Marketing*, 22(2), 203-230. doi: 10.1108/SJME-03-2018-005. Emerald Publication. <https://www.emeraldinsight.com/doi/full/10.1108/SJME-03-2018-005>
- Kumar, A., & Sharma, R. (2017). Perceived Influential Aspects of Advertising. *Paradigm*, 21(2), 1-19. doi: 10.1177/0971890717736216. Sage Publication. <http://journals.sagepub.com/doi/abs/10.1177/0971890717736216>
- Bishnoi, V. K., & Kumar, A. (2016). Aaker's brand personality scale is not universal – Explanation and reasons for bikes in India. *Journal of Marketing Analytics*, 4(1), 14-27. doi:10.1057/jma.2016.3. Springer Publication. <https://link.springer.com/article/10.1057/jma.2016.3>

Other Research Related Experience

I am happy to have contributed to some journals/conferences in this cause. I am thankful to the editors of following journals, who have invited me to contribute to these journals in varied ways:

- Guest Editor, Special Issue, Journal of Business Research - Elsevier
- Editorial Review Board Member, International Journal of Consumer Studies – John Wiley & Sons
- Adhoc Reviewer, Journal of Business Research - Elsevier
- Adhoc Reviewer, Asia Pacific Business Review – Taylor and Francis
- Adhoc Reviewer, Asia Pacific Journal of Marketing and Logistics - Emerald
- Adhoc Reviewer, International Journal of Emerging Markets – Emerald
- Adhoc Reviewer, Journal of Strategic Marketing – Taylor and Francis
- Adhoc Reviewer, Journal of Promotion Management – Taylor and Francis
- Adhoc Reviewer, European Journal of International Management - Inderscience
- Adhoc Reviewer, The International Trade Journal – Taylor and Francis
- Adhoc Reviewer, PAN IIM Conference - IIMs
- Adhoc Reviewer, Academy of International Business 2018 – Minneapolis, USA
- Member, Programme Committee: 4th International Marketing Conference: Marketing Technology and Society (May, 2020).

Noted Research Work Accepted and Presented in Conferences

- “Exploration of Brand Personality Dimensions and its Relationship with Human Personality – A Study with Reference to Motor Bikes”, 7th IIMA Doctoral Colloquium, Indian Institute of Management, Ahmedabad (IIM A), Dec 9 – 10, 2013
- “Consumers perception towards packaged food attributes – A study in NCR”, International conference in Marketing, Indian Institute of Management – Lucknow, January 12-14, 2012
- “Organizations inclination towards CRM implementation and its impact: Empirical evidences”, 3rd Conference in Excellence in research and education 2011, Indian Institute of Management – Indore (IIM I), May 13-16, 2011
- “OSL – Exploratory behavior congruence – a comparative study of Delhi and Kolkata”, 3rd Conference in Excellence in research and education 2011, Indian Institute of Management – Indore (IIM I), May 13-16, 2011
- “Determining the consumer perceived influential aspects of TV advertising and their impact on consumer behaviour”, First International Marketing Conference MARCON 2010, Indian Institute of Management, Calcutta (IIM C), Dec 27-29, 2010.
- “Segmenting two wheelers markets in India – A study of rural Haryana”, International Conference on Rural Markets (ICRM 2010), Mahatma Gandhi University, Kottayam, Kerala, Nov 29-30, 2010.

Workshop Organized

- 2-Day workshop on “Communication and Case Analysis” on 13th and 14th May 2013 in Central University of Himachal Pradesh

Noted Workshop/Seminar/Faculty Development Programme Attended

- Attended RC-299, Refresher Course on Business Studies organized by UGC – HRDC, Himachal Pradesh University, Shimla from Dec 5, 2016 to Dec 24, 2016.
- Attended 99th Orientation Programme organized by UGC – HRDC, University of Rajasthan, Jaipur from Nov 16, 2015 to Dec 12 2015.
- Attended two days workshop on Leveraging Power of Qualitative Marketing Research for Achieving Marketing Excellence organized by Centre for Marketing in Emerging Economies, IIM Lucknow from April 21 – 22, 2014.
- Attended one day workshop on Meta Analysis organized by Indian Academy of Management at Indian Institute of Ahmedabad (IIM A), Ahmedabad on Dec 11, 2013.

Teaching cum Corporate Exposure

- Assistant Professor - Department of Management Studies; School of Business and Management Studies; Central University of Haryana (Dec 2013 till now)
- Assistant Professor - Department of Marketing and Supply Chain Management; School of Business and Management Studies; Central University of Himachal Pradesh (Nov 2012 – Dec 2013)
- Assistant Professor - Marketing Area; Department of Management; NIIT University (April 2011 – Nov 2012)
- Lecturer – Marketing, JK Business School, Gurgaon (July 2009 – Jan 2010).
- Sr. Executive – Brand & Marketing Communication, Oxigen Infovision Pvt Ltd (July 2007 – March 2009).

Summary of Total Experience

- Nov 2012 to Dec 2013 with Central University of Himachal Pradesh, Dharamshala, as Assistant Professor – Marketing
 - Brief: I was responsible for handling classes of MBA programme of this University. The subjects which I taught in this university were – Consumer Behavior, Operations Management, Research Methodology, Management Principles and Functions, Integrated Marketing Communication, Service Marketing and Marketing Management.
- April 2011 to Nov 2012 with NIIT University, Neemrana as Assistant Professor – Marketing
 - Brief: I was responsible for handling classes of Executive MBA and general MBA programme of this University. MBA in collaboration with ICICI bank was flagship programme of NIIT University where only those who have firsthand industry experience of at least 3 to 4 years would be able to apply. Once selected for the programme, the student is employee of ICICI bank. Stint with NIIT University was very successful.
- July 2009 to Jan 2010 with JK Business School, Gurgaon as Lecturer – Marketing
 - Brief: I am responsible for subjects of Advertising Management, Marketing Management for MBA semester first and fourth. For this, I use contemporary audio visual aids for discussing the concepts of Advertising and Marketing Management with students. My areas of interest are Advertising Management, Marketing Management, Brand Management.
- From June 2007 to March 2009, worked as Sr. Executive – Brand and Marketing Communication
 - Brief: Assisting Manager in planning, developing, directing and executing the marketing efforts (ATL & BTL) for OxiCash, Oxigen and MobiBuzz. In detail, assisting in conceptualizing, producing and enforcing the visual identity for OxiCash, Oxigen and MobiBuzz with preserving its consistency while ensuring that all branded materials/communication express the most effective and recognizable company message. It's executed by creating catalogs, brochures, and other direct mail pieces, BTL activity, ATL , Events from start to finish, building brand identity of OxiCash, Oxigen and MobiBuzz is displayed across all communications channels as per the set standards of company and Brand OxiCash, Oxigen and MobiBuzz respectively.

Online Presence Across Research Platform

- ORCID ID
<https://orcid.org/0000-0002-4652-1632>
- Research Gate Profile:
https://www.researchgate.net/profile/Ajay_Kumar323
- Academia Profile:
<https://cuharyana.academia.edu/AjayKumar>
- Google Scholar Profile:
<https://scholar.google.com/citations?user=SIwwUIMAAAJ&hl=en&oi=sra>