

# Bipul Kumar

Curriculum Vitae – December 2025

Indian Institute of Management Indore

Prabandh Shikhar, Rau-Pithampur Road, Indore-453331 (M.P.), India

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## Education

- Ph.D. - Indian Institute of Management Ahmedabad, India
- Executive Post Graduate Diploma in Management - Indian Institute of Management Indore, India
- B. Sc. Engineering (Civil), Civil Engineering - BIT, Sindri, India

## Academic Position

Professor, Marketing Department, Indian Institute of Management Indore

## Editorial Position

- Deputy Editor - Journal of Global Marketing
- Editorial Review Board member (Research Methods) - Journal of Business Research (2016-22)

## Teaching and Research Interests

- **Subjects:** Business-to-Business Marketing, Marketing Management, Artificial Intelligence in Business and Marketing, Digital Mediation in Business-to-Business Marketing, Key Account Management, and Sustainability & Green Marketing.
- **Methodologies:** Meta-analysis, Bibliometric analysis, Structural Equation Modeling, Text analysis, and Netnography.

## Publications

- Jha, S., & **Kumar, B.** (2025). Understanding collaborative consumption behavior in the context of car-sharing: an ethical perspective and empirical analysis. *Journal of Consumer Marketing*, 1-21.
- Kripalani, M., Gajjar, H., & **Kumar, B.** (2025). Implementing Extended Producer Responsibility in Organizations: A Bibliometric Review. *Business Strategy and the Environment*, 34(3), 3141-3176.
- **Kumar, B.**, Dholakia, N., & Dangwal, P. (2025). Exploring enablers of pro-sustainability behaviors of top management in a global context. *Journal of Global Marketing*, 38(1), 59-79.
- Lim, W. M., Lasco, D., Gandhi, S., **Kumar, B.**, Mady, T., Sun, Q., & Manrai, A. K. (2024). Crafting excellence: Publication tips from the editors of Journal of Global Marketing. *Journal of Global Marketing*, 37(5), 353-356.
- Vatavwala, S., **Kumar, B.**, & Sharma, A. (2023). Enhancing Upselling and Cross-selling in Business-to-Business Markets: The Critical Need to Integrate Customer Service and Sales Functions. *Customer-Centric Support Services: The Next Frontier for Competitive Advantage in the Digital Era*. McMillan: UK.
- Vatavwala, S., **Kumar, B.**, Sharma, A., Billore, A., & Sadh, A. (2022). Customer disengagement in business-to-business markets: A framework for analysis. *Industrial Marketing Management*, 105, 114-130.
- **Kumar, B.**, & Sharma, A. (2022). Examining the research on social media in business-to-business marketing with a focus on sales and the selling process. *Industrial Marketing Management*, 102, 122-140.
- **Kumar, B.**, Bagozzi, R. P., Manrai, A. K., & Manrai, L. A. (2022). Conspicuous consumption: A meta-analytic review of its antecedents, consequences, and moderators. *Journal of Retailing*, 98(3), 471-485.
- **Kumar, B.**, & Sharma, A. (2021). Managing the supply chain during disruptions: Developing a framework for decision-making. *Industrial Marketing Management*, 97, 159-172.
- **Kumar, B.**, Sharma, A., Vatavwala, S., & Kumar, P. (2020). Digital Mediation in Business-to-Business Marketing: A Bibliometric Analysis. *Industrial Marketing Management*, 85, 126-140.
- **Kumar, B.**, & Dholakia, N. (2020). Firms enabling responsible consumption: a netnographic approach. *Marketing Intelligence & Planning*.
- **Kumar, B.**, Srivastava, H. S., & Singh, G. (2020). Consumers' intention to use environment-friendly ethical transportation medium: A conceptual framework and empirical evaluation. *Transportation research part F: traffic psychology and behaviour*, 70, 235-248.
- Bhaskar, K., & **Kumar, B.** (2019). Electronic waste management and sustainable development goals: Is there a business case for linking the two?. *Journal of Indian Business Research*. 11(2), 120-137.

- Kumar, S., Tripathi, V. R., Vikram, S., **Kumar, B.**, & Garg, S. K. (2018). Characterization of MAR and heavy metal-tolerant E. coli O157: H7 in water sources: a suggestion for behavioral intervention. *Environment, Development and Sustainability*, 20(6), 2447-2461.
- **Kumar, B.**, Manrai, A. K., & Manrai, L. A. (2017). Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, 34, 1-9.
- **Kumar, B.**, Manrai, L. A., & Manrai, A. K. (2017). A Conceptual Framework to Understand Responsible Consumption Behavior, in LA - Latin American Advances in Consumer Research, MN: *Association for Consumer Research*, 24-25.
- **Kumar, B.**, & Bhaskar, K. (2016). Electronic Waste and Sustainability: Reflections on a Rising Global Challenge. *Markets, Globalization & Development Review*, 1(1), 1-13.
- **Kumar, B.** & Sinha, P.K. (2016). Understanding expenditure on different commodity groups in Indian households: emerging patterns and policy implications. *International Journal of Indian Culture and Business Management*, 13(1), 76-92.
- **Kumar, B.** (2016). Factors affecting adoption of green products among youths: a conceptual framework based on evidence from India. *International Journal of Indian Culture and Business Management*, 13(1), 111-126.
- **Kumar, B.**, & Dholakia, N. (2016). Toward Pro-Sustainability Actions: A Macro-Behavioral Perspective, in Naresh K. Malhotra (ed.) *Marketing in and for a Sustainable Society*, *Review of Marketing Research*, Volume 13, Emerald Group Publishing Limited, pp.169 - 192.
- **Kumar, B.** (2018). Sustainability Marketing and Its Outcomes: A Discussion in the Context of Emerging Markets. In *Strategic Marketing Issues in Emerging Markets* (pp. 327-341). Springer, Singapore.

## Registered Working Papers

- **Kumar, B.** (2012). Theory of Planned Behaviour Approach to Understand the Purchasing Behaviour for Environmentally Sustainable Products. W.P. No. 2012-12-08, R&P, IIM Ahmedabad.
- **Kumar, B.**, Sinha, P. K., Shukla, P. R., & Abhishek (2013). Broadening the Concept of Sustainability and Measuring its Impact on Firm's Performance. W.P. No. 2013-08-01, R&P, IIM Ahmedabad.

## Paper Presentation in Conferences

### International Conferences

- Vatawala, S., Kumar, B., Chakraborty, R., & Singh, S. (2025). Confusion in Sustainable Consumption-Does AI help? Presented at the ANZMAC conference 2025 held in Sydney from December 1-3, 2025.
- Deo, K., Kumar, B., Voola, R., & Singh, S. (2024). Greenwashing Impact on Australian Sustainable Fashion Consumers. Presented at the ANZMAC conference 2024 held at the University of Tasmania, Australia, from December 2-4, 2024.
- Kumar, B. (2024). Sustainability Orientation: A Meta-analysis of its Antecedents, Consequences and Situational Contingencies. Presented at Marketing Science conference held at Sydney from June 27-29, 2024.
- Kumar, B. (2023). Advertising Skepticism: A Meta-analysis of Consumers' Response and Situational Contingencies. Presented at Marketing Science conference held at Miami Herbert Business School from June 8-10, 2023.
- Kumar, B. (2021). Conceptualization and evaluation of pro-sustainability orientation of the business enterprises: A formative measurement approach. Presented at Marketing Science conference held at Rochester Business School in virtual mode, from June 3-5, 2021.
- Vatawala, S., Kumar, B., Sadh, A., & Billore, A. (2020). Customer Engagement in Business-to-Business Setup. Presented online at 4<sup>th</sup> International Conference on Marketing Strategy & Policy, held from 10<sup>th</sup> to 11<sup>th</sup> December, 2020 at Newcastle University.
- Kumar, B., Manrai, A. K. (2019). Understanding the Adoption of Smart Devices and the Moderating Effect of Culture: A Meta-analytic Approach. Presented at 41<sup>st</sup> Marketing Science conference held from 20<sup>th</sup> to 22<sup>nd</sup> June, 2019 at Roma Tre University, Rome, Italy.
- Kumar, B., Manrai, A. K., & Manrai, L. A. (2018). National Culture and Consumption of Technological Products: A Meta-analytical Review. Presented at Marketing Science conference held from 13<sup>th</sup> to 16<sup>th</sup> June, 2018 at Temple University Philadelphia, USA.
- Kumar, B. & Vatawala, S. S. (2018). Business-to-Business Marketing in Computer-Mediated Environment: Synthesis of Existing Research and Future Directions. Presented at Industrial Marketing Management Summit held from 24<sup>th</sup> to 26<sup>th</sup> January, 2018 at Copenhagen Business School.

- Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). A Conceptual Framework to Understand Responsible Consumption Behavior. Presented at Association of Consumer Research (ACR) Conference held in Colombia from July 6<sup>th</sup> to 8<sup>th</sup>, 2017.
- Kumar, B. and Sanyal, P. (2016). Understanding the Effect of Social Networking Sites (SNS) on Buying Center in Business-to-Business Context. Presented at ISBM Academic Conference 2016 held from 1st to 3<sup>rd</sup> August, 2016 at Emory University, Goizueta Business School, Atlanta, Georgia, USA.
- Kumar B. and Bhaskar, K. (2016). Electronic Waste Management and Extended Producer Responsibility in India: A Macromarketing Perspective. Presented at Macromarketing Conference held from 13<sup>th</sup> -15<sup>th</sup> July, 2016 at Dublin, Ireland.
- Kumar B. and D'costa, G. (2016). The Influence of Brand Love on Organizational Buying. Presented at Academy of Marketing Science Conference held during 18<sup>th</sup> -21<sup>st</sup> May, 2016 at Orlando, USA.
- Kumar B. and Abhishek (2016). Antecedents of Sustainability Based Brand Equity of the Firms. Presented at Emerging Markets Conference held during 6<sup>th</sup> -8<sup>th</sup> January, 2016 at CBS, Bangkok.
- Kumar B. (2015). Exploring Expenditure and Consumption on Different Commodity Groups across Indian Households: Emerging Patterns and Policy Implications. Presented at Emerging Markets Conference held during Jan 20-22 at IMT Dubai.
- Kumar, B. and Dholakia, N. (2013). Exploring Some Enablers of Behaviors towards Sustainability: A Netnographic Approach. Presented at Macromarketing Conference held during 4<sup>th</sup> -7<sup>th</sup> June at Toronto.

### Conferences in India

- Kumar, B., Manrai, A. K. (2024). Responsible Consumption in the Age of Artificial Intelligence. Presented at Emerging Markets Conference Board, IIM Lucknow on December 19, 2024.
- Dangwal, P., Kumar, B., Billore, A., & Motiani, M. (2024). Understanding Pro-environmental Behavior through the Lens of Conspicuousness. Presented in Marketing, Strategy & Policy Conference 2024 held at Goa, India from 27<sup>th</sup> to 29<sup>th</sup> March 2024. Won Best Paper Award for this paper.
- Vatavwala, S. & Kumar, B. (2019). Achieving macro level behavioral change through social marketing: A case of cleanliness drive in India. Presented in EMCB conference held at IMT Ghaziabad from January 6 to 8, 2019.
- Bhaskar, K. & Kumar, B. (2018). Electronic Waste Management and Sustainable Development Goals: Is there a Business Case for Linking the Two? Presented at International Conference on Sustainability and Business at IIM Calcutta from 13<sup>th</sup> to 14<sup>th</sup> January, 2018.
- Kumar, B., Tiwari, S., Varghese, M., & Kumar, A. (2017). Leveraging Leadership Competency for Managerial Effectiveness: An Evidence from Indian Oil & Gas Sector. Presented at International Research Conference in Asia, jointly sponsored by Academy of Human Resource Development (HQ-USA) and AHRD-India from 8<sup>th</sup> to 10<sup>th</sup> November, 2017 at IIM Ahmedabad. Won best paper award for this paper.
- Kumar, B. (2017). Towards a Conceptual Framework to Understand Responsible Consumption Behavior. Presented at IIM Indore-NASMEI International Marketing Conference held at IIM Indore from 27<sup>th</sup> to 29<sup>th</sup> July, 2017.
- Kumar, B. (2016). A Framework to Understand Purchasing Behavior for Environment Friendly Bio-Fuels in India. Presented at Sustainability Summit held from 11<sup>th</sup> to 13<sup>th</sup> August at Xavier University, XIMB Bhubaneswar. Won best paper award for this paper.
- Kumar B. (2015). Exploring the Mediating Role of Self-efficacy and Moderating Role of Social Protectionism: A Conceptual Framework to Understand Responsible Consumption. Presented at International Conference on Research and Business Sustainability held during 4-6<sup>th</sup> Dec, 2015 at IIT Roorkee, Noida campus.
- Kumar B. and Ranjan R. (2014). An Empirical Investigation of ROI on Social Media Based Political Campaigning: Evidence from an Emerging Economy using Lanchester Model. Presented at MARCON held during 18<sup>th</sup> -20<sup>th</sup> December at Indian Institute of Management Calcutta.

### Published Cases, Teaching Notes & Teaching Exercise

- Vatavwala, S. & **Kumar, B.** (2024). Who VR: Creating an Immersive Technology-Based Brand. Ivey ID: W39257, Canada: Ivey Publishing.
- Harshvardhan & **Kumar, B.** (2021). Invento Robotics: Launching humanoid robots. Ivey ID: 9B21A019, Canada: Ivey Publishing. Nominated for Case Centre 2021 Competition in the Hot Topics category.
- Harshvardhan & **Kumar, B.** (2021). Teaching Note: Invento Robotics: Launching humanoid robots. Ivey ID: 8B21A019, Canada: Ivey Publishing.
- **Kumar, B.** (2018). Jakson: Evolution of a Brand. Ivey ID: 9B18A041, Canada: Ivey Publishing.
- **Kumar, B.** (2018). Teaching Note: Jakson: Evolution of a Brand. Ivey ID: 8B18A041, Canada: Ivey Publishing.
- **Kumar, B.** (2017). Case Analysis: Shradhanjai.com, published by Sage Publications in Vision, 21(3)1-3 (DOI: 10.1177/0972262917717522).

- **Kumar, B., & Abhishek (2016).** B2B Segmentation exercise. Registered with IIM Ahmedabad case centre. Reference No: MAR0479EX.

## **Details of Teaching**

### **a) Courses taught at MBA level at IIM Indore**

- Business-to-Business Marketing
- Marketing Management
- Sustainability in Practice

### **Course taught at MBA level at IIM Indore's Mumbai & Dubai campus, IIM Sambalpur, and at IIM Calcutta**

- Business-to-Business Marketing

### **Courses taught to Executive MBA and MBA for working executives**

- Business-to-Business Marketing
- Capturing, communicating, & Delivering Customer Value

### **Courses taught at Doctoral level**

- Seminar Course on Business-to-Business Marketing
- Seminar Course on Sustainability and Green Marketing

### **b) Management Development Programs (MDP) for Company Executives:**

Offered courses for participants from various companies including Mahindra Powerol, Indian Railways, Bharat Earth Movers Limited (BEML), Ambuja Cement, Indian Postal Department, ONGC, NTPC, HAL, and Indian Oil Corporation Limited on the following topics:

- Sustainability & Circular Economy,
- Key account management,
- Business-to-Business Marketing,
- Customer relationship management,
- Corporate Social Responsibility,
- Value creation for businesses, and
- Customer orientation in public sectors

## **Awards / Grant**

- Felicitated as Top 5% Faculty for the highest student feedback at IIM Indore in 2022.
- Best Teacher Award 2020 for Teaching Excellence at the Indian Institute of Management Indore, India.
- Awarded a grant by IIM Indore in 2016 to do collaborative research with the University of Delaware, USA.
- Best paper award at Marketing, Strategy & Policy Conference 2024 held at Goa, India from 27th to 29th March 2024.
- Best paper award at International Research Conference in Asia, jointly sponsored by the Academy of Human Resource Development (HQ-USA) and AHRD-India from 8<sup>th</sup> to 10<sup>th</sup> November 2017 at IIM Ahmedabad.
- Best paper award at the Sustainability Summit 2016 held from 11<sup>th</sup> to 13<sup>th</sup> August at Xavier University, XIMB, Bhubaneswar, India.
- Best paper award at the 7th Doctoral Colloquium at the Indian Institute of Management Ahmedabad in December 2013 for the paper on thesis work.
- AMA Sheth 2014 Consortium Fellow in the 2nd AIM-AMA Sheth Foundation Doctoral Consortium held at the Indian Institute of Management Ahmedabad in January '2014.
- Attended Marketing Science Conference, 2013, held in Istanbul, Turkey, as a nominated fellow from IIM Ahmedabad.

## **Articles in Media**

- Article titled "How sustainable supply chains helped companies stay afloat in the pandemic" published in The Economic Times Prime on November 11, 2021 (This article can be accessed at <https://economictimes.indiatimes.com/prime/economy-and-policy/how-sustainable-supply-chains-helped-companies-stay-afloat-in-the-pandemic/primearticleshow/87633218.cms?from=mdr>)
- Article titled "Electronic Waste and Sustainable Development Goals: What It Means for Businesses in India" published on September 15, 2018 in Business World. (This article can be accessed at

### **Administrative Roles**

- Chair of Library committee at IIM Indore (April, 2020 – March 2022)
- Chair of Marketing Department at IIM Indore (April, 2017- March, 2019)
- Member of Assurance of Learning (AOL) Committee for AACSB at IIM Indore
- Member of faculty recruitment committee at IIM Indore (April, 2017- March, 2019).
- Acted as a member of the panel for faculty recruitment at IIM Calcutta, IIM Rohtak, MANIT Bhopal, and Chandragupta Institute of Management, Patna.

### **Thesis Advisory Committee**

- Chair of thesis advisory committee for six PhD scholars.
- Member of thesis advisory committee for seven PhD scholars.

### **Thesis Examination Committee**

- As a member of the thesis examination committee, I examined 13 PhD theses from the Indian Institute of Management Indore, 1 PhD thesis from the Indian Institute of Management Calcutta, 2 PhD theses from the Indian Institute of Management Shillong, 1 PhD thesis from Universiti Putra Malaysia, and 1 Master's thesis from Southern Cross University, Australia.

### **Ad-hoc Reviewer for**

- California Management Review,
- Industrial Marketing Management,
- Journal of Business Research,
- International Journal of Consumer Studies,
- Journal of Retailing and Consumer Services
- Marketing Intelligence & Planning, and
- Journal of Marketing Management

### **Panel member**

- Served as the panel member for the research council at Alliance University Bengaluru (External member).
- Faculty recruitment at IIM Calcutta, IIM Rohtak, MANIT Bhopal, and CIM Patna.
- Admission interviews for MBA students and for other positions at IIM Indore.

### **Additional courses attended**

- Summer School in Social Science Methods, Large Language Models for Social Science at Università della Svizzera italiana (USI), Lugano, Switzerland in August 2025.
- Global Colloquium on Participant-Centered Learning at Harvard Business School in July 2022 and January 2023.
- Introduction to Data Science and Big Data Analytics, Methods Summer Programme, London School of Economics, August 2017.
- Summer School for Social Science Research Methods, Text Analysis, NUS Singapore, July 2018.

### **Industry Experience**

Prior to academics, I have more than 10 years of industry experience in the oil & gas sector and more than 2 years of experience in the hydropower sector with the following firms –

- Indian Oil Corporation Limited (Marketing Division), a leading public sector firm in the oil & gas sector.
- NHPC Limited, a public sector firm in the field of hydropower generation.
- Dr. Hutarew & Partners India Pvt. Ltd., a hydroelectric power consulting firm.
- Indo Canadian Consultancy Services Ltd., a hydroelectric power consulting firm.
- Shakti Energy (India) Pvt. Ltd., a hydroelectric power consulting firm.

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