SARAVANA JAIKUMAR

Associate Professor of Marketing • Indian Institute of Management Calcutta
Joka, Diamond Harbour Road, Kolkata 700104, India • +91 90999 46179 • saravana@iimcal.ac.in

24 journal articles • **1** FT50 / UTD24 • **14** ABDC A*/A • **1** book • **7** under review • **5** teaching cases

ACADEMIC APPOINTMENTS

Mar 2023 – present **Associate Professor, Marketing** – Indian Institute of Management Calcutta

May 2016 – Mar 2023 **Assistant Professor, Marketing** – Indian Institute of Management Calcutta

Aug 2015 – Apr 2016 **Assistant Professor, Marketing** – Indian Institute of Management Udaipur

EARLIER INDUSTRY EXPERIENCE

Began in a technical role at Tata Consultancy Services, India. After the MBA, worked in banking, publishing and start-ups, in roles spanning marketing analytics, digital marketing and marketing technology.

Tata Consultancy Services, India • Confused.com, United Kingdom • GDS International, United Kingdom

EDUCATION

Ph.D. (FPM – Marketing), Indian Institute of Management Ahmedabad – Year I: 3.31 (top quartile); Year II: 3.592 (A)

Master of Business Administration, Cardiff Business School, United Kingdom – Distinction (71%); University Gold Medalist

B.E. (Mechanical Engineering), PSG College of Technology, Anna University – Distinction (8.63/10)

PROFILE

Research

- Work sits at the intersection of data-driven marketing, business analytics and consumer welfare, with a focus on emerging markets and digital transformation.
- Twenty-four refereed journal articles, fourteen of them in ABDC A* or A outlets, including the *Journal of Marketing* (FT50, UTD24).
- Field experiments, quasi-experiments, event studies and choice modelling, used to examine how regulation, market design and digital platforms shape consumer and firm outcomes.
- Recurring themes: pharmaceutical price regulation and access to medicines; conspicuous consumption and income inequality; marketplace literacy at the base of the pyramid; ICT-enabled development; and consumer response to AI and digital assets.
- Policy reach: catalogued by the United States Library of Congress and informed Chapter 4 of the *Economic Survey of India 2019–20*.
- Funded by the Stigler Center at Chicago Booth, the Department of Science and Technology, the Global Development Network and the Ministry of Housing and Urban Affairs; recognised with the PRME Faculty Excellence in Research Award.
- Currently under review at the *Journal of Consumer Psychology*, *MIS Quarterly*, *Journal of Travel Research* and *Industrial Marketing Management*.

Teaching

- Eleven years teaching marketing and business analytics, AI and machine learning applications, marketing research and digital transformation across the MBA, MBAEx, PGDBA and doctoral programmes at IIM Calcutta.
- Consolidated student feedback of 6.50 to 6.85 out of 7 across courses over ten years.
- Director of five running executive programmes, among them the Advanced Programme on AI for Leaders and the Advanced Programme on Digital Marketing Strategy–AI in Dubai.
- Customised in-company programmes for TATA AIA, Niva Bupa, ITC India, Axis Bank, Edelweiss Tokio, Zee TV Dubai and Analytix, alongside faculty programmes for NCHMCT, Delhi.
- Chair of the thesis committees of five doctoral students and member of eleven more.
- Write my own teaching cases so that classroom material stays close to live Indian practice.

Consulting

- Advise government bodies, large corporations and technology start-ups on AI and analytics adoption, digital marketing, pricing and revenue management, and data-driven operations transformation.
- Public sector: impact assessment of the Smart Cities Mission on tourism for the Ministry of Housing and Urban Affairs; revenue management, pricing and digital marketing for NCHMCT, Delhi.
- Industry: AI-powered shop-floor and end-to-end process automation at Inticore Group; process automation at TnQ Technologies; automation of retail operations at RR Mart; internal analytics and AI initiatives at Edelweiss; pricing strategy at Dr. Reddy's Laboratories.
- Advisory: strategic advisor to MetaDecrypt AI Atlas, and mentor to early-stage AI and analytics ventures.
- These engagements feed directly back into my teaching cases and executive education.

REFEREED JOURNAL ARTICLES

1. Guha Sarkar, B., & **Jaikumar, S.** (2026). Unconventionalized Intermediation and the Paradoxes of NFT Markets for Cultural Goods. *Journal of Strategic Marketing*. Advance online publication. https://doi.org/10.1080/0965254X.2026.2653621 **ABDC A**
2. Guha Sarkar, B., **Jaikumar, S.**, Gurugubelli, P. K., & Goyal, T. (2026). From Access to Agency: ICT Usage, Psychological Empowerment, and Health Outcomes Among Rural Women in Emerging Economies. *Health Marketing Quarterly*. Advance online publication. https://doi.org/10.1080/07359683.2026.2687302 **ABDC B**
3. Gurugubelli, P. K., **Jaikumar, S.**, & Parthiban, R. (2026). Bridging Academia and Practice With Digital Boundary Objects. *Journal of Computer Information Systems*, *66*(4), 509–523. https://doi.org/10.1080/08874417.2024.2409258 **ABDC A**
4. **Jaikumar, S.**, Sarin, A., Narayanan, P., & Kumari, R. (2025). Effects of Income Inequality in an Emerging Economy on Subjective Economic Well-Being: Suppressing Effect of Conspicuous Consumption. *Journal of Marketing Theory and Practice*, *34*(4), 842–860. https://doi.org/10.1080/10696679.2025.2537663 **ABDC B**
5. **Jaikumar, S.**, Viswanathan, M., Dutta, S., & Sreekumar, A. (2025). Effects of Household Characteristics on Low-Income Family Businesses: Evidence From India. *Journal of Research in Marketing and Entrepreneurship*, *27*(3), 383–408. https://doi.org/10.1108/JRME-02-2024-0043 **ABDC B**
6. Viswanathan, M., Sreekumar, A., **Jaikumar, S.**, & Dutta, S. (2025). A Field Experiment on Marketplace Literacy and Self-Help Group Membership in Subsistence Marketplaces. *Journal of Macromarketing*, *45*(1), 6–21. https://doi.org/10.1177/02761467241302460 **ABDC A**

7. **Jaikumar, S.**, Chintagunta, P. K., & Sahay, A. (2024). Do No Harm? Unintended Consequences of Pharmaceutical Price Regulation in India. *Journal of Marketing*, *88*(6), 1–23. https://doi.org/10.1177/00222429241242685 **FT50 · UTD24 · ABDC A***

8. Viswanathan, M., **Jaikumar, S.**, Sreekumar, A., Dutta, S., & Duhachek, A. (2024). Addressing Difficulties With Abstract Thinking for Low-Literate, Low-Income Consumers Through Marketplace Literacy: A Bottom-Up Approach to Consumer and Marketing Education. *Journal of Consumer Affairs*, *58*(3), 794–813. https://doi.org/10.1111/joca.12595 **ABDC A**

9. Sharma, Y., & **Jaikumar, S.** (2023). Educational Approaches to Enable Marketplace Metacognition and Social Intelligence in Subsistence Consumers. *Journal of Consumer Marketing*, *40*(1), 44–55. https://doi.org/10.1108/JCM-10-2019-3454 **ABDC A**

10. Parthiban, R., **Jaikumar, S.**, Basak, J., & Bandyopadhyay, S. (2022). Digital Access Through Smartphones and Well-Being of BoP Women: Insights From a Field Study in India. *Information Technology & People*, *35*(1), 1–26. https://doi.org/10.1108/ITP-10-2019-0552 **ABDC A**

11. Parthiban, R., Qureshi, I., Bandyopadhyay, S., & **Jaikumar, S.** (2021). Digitally Mediated Value Creation for Non-Commodity Base of the Pyramid Producers. *International Journal of Information Management*, *56*, Article 102256. https://doi.org/10.1016/j.ijinfomgt.2020.102256 **ABDC A***

12. Viswanathan, M., **Jaikumar, S.**, Sreekumar, A., & Dutta, S. (2021). Marketplace Literacy Education and Coping Behaviors Among Consumer-Entrepreneurs in Subsistence Marketplaces During Demonetization in India. *Journal of Consumer Affairs*, *55*(1), 179–202. https://doi.org/10.1111/joca.12300 **ABDC A**

13. **Jaikumar, S.**, Dutta, S., & Sood, N. (2021). Impact of Lifestyle Diseases on Income and Household Consumption: Evidence From an Emerging Economy. *Health Marketing Quarterly*, *38*(1), 35–49. https://doi.org/10.1080/07359683.2021.1947078 **ABDC B**

14. Mishra, R., Singh, R., & **Jaikumar, S.** (2021). Executive Functions of BoP Consumers: Research Propositions, Conceptual Framework and Implications for Marketing Strategies for BoP Markets. *Journal of Global Marketing*, *34*(4), 249–269. https://doi.org/10.1080/08911762.2021.1926035 **ABDC B**

15. **Jaikumar, S.**, & Sharma, Y. (2021). Consuming Beyond Means: Debt Trap of Conspicuous Consumption in an Emerging Economy. *Journal of Marketing Theory and Practice*, *29*(2), 233–249. https://doi.org/10.1080/10696679.2020.1816476 **ABDC B**

16. Parthiban, R., Qureshi, I., Bandyopadhyay, S., Bhatt, B., & **Jaikumar, S.** (2020). Leveraging ICT to Overcome Complementary Institutional Voids: Insights From Institutional Work by a Social Enterprise to Help Marginalized. *Information Systems Frontiers*, *22*(3), 633–653. https://doi.org/10.1007/s10796-020-09991-6 **ABDC A**

17. **Jaikumar, S.**, Sharma, Y., & Silal, P. (2020). Impact of Education on Health-Beliefs in an Emerging Economy: Understanding Urban vs. Rural Differences and the Moderating Effect of Social Capital. *Health Marketing Quarterly*, *37*(4), 316–332. https://doi.org/10.1080/07359683.2021.1947077 **ABDC B**

18. **Jaikumar, S.** (2019). How Do Consumers Choose Sellers in E-Marketplaces? Role of Display Price and Seller Review Volume. *Journal of Advertising Research*, *59*(2), 232–241. https://doi.org/10.2501/JAR-2018-028 **ABDC A**

19. **Jaikumar, S.**, Pingali, V., & Virmani, V. (2019). Shareholders' Reaction to Ethical Image of Sports Teams: An Event Study in the Indian Premier League. *Decision*, *46*(4), 283–300. https://doi.org/10.1007/s40622-019-00230-9

20. **Jaikumar, S.**, Singh, R., & Sarin, A. (2018). 'I Show Off, So I Am Well Off': Subjective Economic Well-Being and Conspicuous Consumption in an Emerging Economy. *Journal of Business Research*, *86*, 386–393. https://doi.org/10.1016/j.jbusres.2017.05.027 **ABDC A**

21. **Jaikumar, S.**, & Mendonca, A. (2017). Groups and Teams: A Review of Bad Apple Behavior. *Team Performance Management*, *23*(5/6), 243–259. https://doi.org/10.1108/TPM-07-2016-0034 **ABDC B**

22. Tripathi, S., **Jaikumar, S.**, & Guha, A. (2017). Alphanumeric Brand Names for Global Branding: Does the Alpha Matter? *Journal of International Business Education*, *12*(1). http://www.neilsonjournals.com/JIBE/abstractjibe12tripathietal.html **ABDC B**

23. **Jaikumar, S.**, & Sahay, A. (2015). Celebrity Endorsements and Branding Strategies: Event Study From India. *Journal of Product & Brand Management*, *24*(6), 633–645. https://doi.org/10.1108/JPBM-06-2014-0640 **ABDC A**

24. **Jaikumar, S.**, & Sarin, A. (2015). Conspicuous Consumption and Income Inequality in an Emerging Economy: Evidence From India. *Marketing Letters*, *26*(3), 279–292. https://doi.org/10.1007/s11002-015-9350-5 **ABDC A**

OTHER PUBLICATIONS

25. **Jaikumar, S.** (2021). How Household Income and Consumption Are Affected by Lifestyle Diseases in an Emerging Economy? *Health System and Policy Research*. https://www.hsprj.com/health-maintanance/how-household-income-and-con…

26. **Jaikumar, S.** (2014). Book Review: The Little Book of Big Customer Satisfaction Measurement. *South Asian Journal of Management*, *21*(4), 202–204.

27. **Jaikumar, S.** (2013). Relationship Between the Dimensions of Satisfaction and Loyalty: An Empirical Study. *International Journal of Innovations in Business*, *2*(4). http://search.proquest.com/openview/64dd8e6495aae2cc2fcf0359114c764e/1

BOOKS AND BOOK CHAPTERS

1. Donaldson, B., Cuevas, J. M., Lemmens, R., & **Jaikumar, S.** (forthcoming). *Sales Management: Strategy, Process and Practice.* (Indian adaptation). Bloomsbury Publishing. **MANUSCRIPT COMPLETE**

2. **Jaikumar, S.** (2025). Marketplace Literacy and Sustainable Consumption at the Base of the Pyramid (BoP). In R. Singh & T. A. Wani (Eds.), *Marketing to the Base of the Pyramid* (pp. 35–56). Springer Nature Singapore. https://doi.org/10.1007/978-981-96-7105-2_3

PAPERS UNDER REVIEW

1. Guha Sarkar, B., & **Jaikumar, S.** Not All Superheroes Wear Capes: How Consumers Understand and Apply the Superhero Concept. *Journal of Consumer Psychology* (Under review). **FT50 · ABDC A***

2. **Jaikumar, S.**, & Guha Sarkar, B. AI Speaks for You: Moral Ventriloquism and the Displacement of Authentic Voice. *MIS Quarterly* (Under review). **FT50 · ABDC A***

3. **Jaikumar, S.**, Parthiban, R., & Gurugubelli, P. K. Empathic Scaffolding: Recognition and Market Legibility for Grassroots Innovators in Subsistence Marketplaces. *Journal of the Academy of Marketing Science* (Under review). **FT50 · ABDC A***

4. **Jaikumar, S.**, & Guha Sarkar, B. Perceived Smartness and Tourist Satisfaction in Heritage Destinations: Multi-Method Evidence From India's Smart Cities Mission. *Journal of Travel Research* (Under review). **ABDC A***

5. **Jaikumar, S.**, & Guha Sarkar, B. The Smart Heritage Paradox: Preservation, Erosion, and Who Defines Authenticity in India's Heritage Cities. *Annals of Tourism Research* (Under review). **ABDC A***

6. **Jaikumar, S.** Economies of Orchestration: How an Asset-Less Hub Governs Independent Foundries Through Minority Equity, Shared Services and AI-Enabled Coordination. *Industrial Marketing Management* (Under review). **ABDC A***

7. **Jaikumar, S.**, Sahay, A., & Guha Sarkar, B. Do They Really Drink That Much? Cultural Values and Distortion in Self-Reported Consumption of Iconic Brands. *International Journal of Market Research* (Under review). **ABDC A**

WORKING PAPERS (SELECT)

1. **Jaikumar, S.**, & Guha Sarkar, B. Oops, Mercury Did It Again! Examining Consumer Behaviour During Mercury Retrograde Phases. *Journal of Consumer Research* (Target journal; final field experiment ongoing). **FT50**
2. **Jaikumar, S.** Effect of Overlapping Price Ranges on Price Evaluations. *Journal of Consumer Psychology* (Target journal; final field experiment ongoing). **FT50**

TEACHING CASES

1. **Jaikumar, S.**, & Guha Sarkar, B. (2026). *Ayekart: Navigating Growth in Bharat's Agri-Food Value Chain.* IIM Calcutta Case Research Centre.
2. **Jaikumar, S.** (2025). *Ideal Insurance: Scaling With Balance.* IIM Calcutta Case Research Centre. **FORTHCOMING**
3. **Jaikumar, S.** (2024). *Chowman: The Culinary Maestro From Kolkata.* IIM Calcutta Case Research Centre; Ivey Publishing.
4. Singh, R., **Jaikumar, S.**, & Rao, M. (2021). *Switch On: Water Entrepreneurship Initiatives.* IIM Calcutta Case Research Centre.
5. **Jaikumar, S.**, Agarwalla, S., & Dara, R. (2013). *Susan's Dilemma.* IIM Ahmedabad Cases (Reg. No. F&A0504), with teaching note. Case link

RESEARCH GRANTS AND AWARDS

2024 **Faculty Excellence in Research Award.** PRME (Principles for Responsible Management Education, a UN initiative), India Chapter, hosted by SPJIMR, 5 December 2024.

2023–24 **Smart Cities Mission: Impact of SCM on Tourism.** Funded by the Ministry of Housing and Urban Affairs, Government of India.

2020 **Creating and Managing a Science, Technology and Innovation Hub in Bolpur-Sriniketan Block, Birbhum, West Bengal.** Department of Science and Technology (DST) research grant. With S. Bandyopadhyay.

2019 **Japanese Award for Outstanding Research on Development (USD 10,000).** Global Development Network (GDN). With R. Parthiban.

2017 **Stigler Center Research Award – Effect of Pharmaceutical Price Regulation: Evidence From India.** University of Chicago Booth School of Business. With P. K. Chintagunta and A. Sahay.

TEACHING

COURSES TAUGHT, WITH CONSOLIDATED FEEDBACK OVER TEN YEARS

- **AI/ML Applications in Marketing** (MBAEx elective) **6.65/7**
- **Applied Marketing Research** (PGDBA elective) **6.85/7**
- **Marketing Research** (MBAEx elective) **6.64/7**
- **Marketing Management: Strategic Issues** (MBAEx core) **6.57/7**
- **Marketing Management II** (MBA Year I core) **6.56/7**
- **Digital and Social Media Marketing** (MBAEx elective) **6.50/7**

EXECUTIVE EDUCATION – PROGRAMME LEADERSHIP

2024 – present **Advanced Programme on AI for Leaders** – Programme Director and Main Faculty

2022 – present	**Advanced Programme on Digital Marketing Strategy – AI, Dubai** – Programme Director and Main Faculty
2025 – present	**Advanced Programme on Digital and AI Driven Marketing** – Programme Director and Main Faculty
2024 – present	**Executive Programme on Global Business Management (Open)** – Programme Director
2018 – present	**Executive Programme on Digital and Social Media Marketing Strategy** – Programme Director and Main Faculty
2021 – 2024	**Executive Programme on Sales and Marketing (Open)** – Programme Director
2020 – 2023	**Advanced Programme on AI Powered Marketing** – Programme Director and Main Faculty

CORPORATE AND CUSTOM PROGRAMMES

- Customised in-company programmes on digital marketing, AI and marketing analytics: TATA AIA Insurance, Niva Bupa, ITC India, Zee TV Dubai, Edelweiss Tokio, Axis Bank and Analytix.
- Custom faculty programmes for NCHMCT, Delhi on hospitality management: digital and social media marketing; revenue management and pricing strategy.
- Management development programmes: Digital Marketing for Business Growth; AI and Machine Learning Applications in Marketing; Strategic Brand Management.

DOCTORAL SUPERVISION

- Thesis advisor (chair): 5 marketing doctoral students, 3 graduated.
- Thesis advisory committee member: 11 students across marketing, information systems and economics.
- External committee member: 2 students at IIM Ahmedabad (1 graduated) and 1 at NMIMS.

STUDENTS SUPERVISED AND ADVISED

Bibek Guha Sarkar, Marketing, IIM Calcutta (TAC Chair, ongoing). *The Dawn of the Superhero Concept: Implications for Marketing and Consumer Research.*

Udbhas Mitra, Marketing, IIM Calcutta (TAC Chair, ongoing)

Prasanna Kumar Gurugubelli, Marketing, IIM Calcutta (TAC Co-Chair, graduated 2023; IIM Visakhapatnam). *Selling the Prospective Unsaleables: Essays Evaluating the Attractiveness of a Promotion in Clearance Sales.*

Ritika Sharma, Marketing, IIM Calcutta (TAC Co-Chair, graduated 2022). *Spillover Effects from an Online Marketplace Brand to a Product Brand under Conditions of Distribution Exclusivity.*

Saurabh Shinde, Marketing, IIM Calcutta (TAC Co-Chair, graduated 2024). *Essays on the Dynamics of Linguistic Marketplaces.*

Yukti Sharma, Marketing, IIM Calcutta (PDRF) (Research mentor; Goa Institute of Management). *Papers on subsistence marketplaces.*

Vaidehi Vihari, Marketing, IIM Calcutta (TAC Member, ongoing)

Sarthak Mohapatra, Marketing, IIM Calcutta (TAC Member, graduated 2025; IIM Sambalpur). *Examining the Concept of Dignity for Base of the Pyramid Consumers.*

Rishikesan Parthiban, MIS, IIM Calcutta (TAC Member, graduated 2021; IIM Tiruchirappalli). *Essays on Digital Social Innovations for Rural Development.*

Shankhadeep Banerjee, MIS, IIM Calcutta (TAC Member, graduated 2020; IIM Bangalore). *A Discourse on Technology Patrons: Insights from Crowdfunding.*

Prakrit Silal, MIS, IIM Calcutta (TAC Member, graduated 2022; IIM Jammu). *Studying the Role of E-Government in Enabling Good Governance.*

Akash Krishnan, Economics, IIM Calcutta (TAC Member, graduated 2021; Masters' Union). *Work and Well-Being in the Sharing Economy: Evidence from India.*

Eshan Bhatt, MIS, IIM Calcutta (TAC Member, graduated 2024; IIT Roorkee). *Managing Privacy and Disclosure through Digital Nudging.*

Madhuri Prabhala, MIS, IIM Calcutta (TAC Member, graduated 2025; RGP Consulting). *Understanding the Impact of Online Firm- and User-Generated Content on Sales: An Unstructured Data Analytics Approach.*

Manimay Dev, MIS, IIM Calcutta (TAC Member, graduated 2026; O.P. Jindal). *Studies on National Cybersecurity Maturity: Determinants and Impact Analysis.*

Rohit Mattu, MIS, IIM Calcutta (TAC Member, ongoing). *Catalyzing Women Empowerment through ICT Innovations.*

Mukul Kumar, MIS, IIM Calcutta (TAC Member, ongoing). *ICT for Gender Equality across Nations: A Global Study on Digital Drivers.*

Rashmi Kumari, Marketing, IIM Ahmedabad (TAC Member, graduated 2021; IIM Calcutta). *To Delay or Not to Delay: Comparing Cashbacks with Price Discounts.*

Athi Karthick, Marketing, IIM Ahmedabad (TAC Member, graduated 2025; IIM Tiruchirappalli). *National Identity and Consumer Decisions.*

Girish Upadhyay, Marketing, NMIMS (TAC Member, ongoing). *Does Use of the Metaverse Accelerate Product Adoption? An Exploratory Study.*

CONFERENCE PRESENTATIONS

INTERNATIONAL CONFERENCES (SELECT)

1. Guha Sarkar, B., & **Jaikumar, S.** (2026). Marketing Moral Exemplars: The Impact of the Superhero Concept on Prosocial Behaviour. *AMS World Marketing Congress*, Lithuania, 7–10 July 2026.
2. **Jaikumar, S.**, & Guha Sarkar, B. (2026). Do They Really Drink That Much? Cultural Values and Distortion in Self-Reported Consumption of Iconic Brands. *EMAC Fall Conference*, Bremen, Germany, 15–18 September 2026.
3. **Jaikumar, S.**, & Guha Sarkar, B. (2024). Evaluating the Impact of Smart City Initiatives on Tourism in India's Heritage Cities. *International Conference on E-Tourism Technologies (ICETT)*, Jakarta, Indonesia, 28–29 November 2024.
4. Guha Sarkar, B., & **Jaikumar, S.** (2024). Dribbling Into the Digital Realm: Understanding Collecting Dynamics in the Era of Digital Collectible NFTs. *ACR Asia-Pacific Conference*, Bali, Indonesia, July 2024.
5. Guha Sarkar, B., & **Jaikumar, S.** (2024). Digital Slam Dunk: Understanding Collecting Dynamics and Tensions for Digital Collectibles. *EMAC Annual Conference*, Bucharest, Romania, May 2024.
6. Ghosh, S., **Jaikumar, S.**, & Chakraborty, S. (2023). Who Is Your Doctor and Why? The Role of Information Signalling in Physician Selection. *Conference on Health and IT Analytics (CHITA)*, Washington, DC, USA, 5–6 May 2023.
7. Prasanna Kumar, G., Parthiban, R., & **Jaikumar, S.** (2023). Channelizing Development Research: Unravelling the Process of Dissemination for Tangible Impact. *83rd Annual Meeting of the Academy of Management*, Boston, MA, USA, 4–8 August 2023.
8. Sharma, R., Mishra, P., & **Jaikumar, S.** (2023). Exclusive Online Launch: Exploring the Relationship Between a Product Brand and an Online Marketplace Brand. *European Association for Consumer Research (EACR)*, Amsterdam, Netherlands, 6–8 July 2023.

9. Prasanna Kumar, G., **Jaikumar, S.**, & Mishra, P. (2023). 'Selling the So-Called Unsaleables': An Attempt to Reduce Retail Food Waste. *AMS 24th World Marketing Congress*, University of Kent, UK, 11–14 July 2023.
10. **Jaikumar, S.**, Prasanna Kumar, G., & Parthiban, R. (2022). Effect of Social Media on Policy Uptake of Development Research: Evidence From Altmetric. *6th International Conference on Marketing, Strategy and Policy*, Newcastle University, UK, 31 August – 2 September 2022.
11. Viswanathan, M., **Jaikumar, S.**, Sreekumar, A., Dutta, S., & Duhachek, A. (2019). Marketplace Literacy Education and Consumer Coping Behaviour. *JMR Special Issue Conference on Education and Marketing, Pre-AMA Winter Academic Conference*, Austin, TX, USA, 21–22 February 2019.
12. **Jaikumar, S.**, Dutta, S., Sood, N., & Narasimhan, O. (2017). Impact of Lifestyle Diseases on Consumption and the Role of Insurance in an Emerging Economy. *39th INFORMS Marketing Science Conference*, University of Southern California, Los Angeles, USA, 2017.
13. Sreekumar, A., **Jaikumar, S.**, Dutta, S., & Viswanathan, M. (2017). Consumption, Entrepreneurship and Poverty Alleviation: Effects of Social and Human Capital. *39th INFORMS Marketing Science Conference*, University of Southern California, Los Angeles, USA, 2017.
14. Viswanathan, M., Dutta, S., Sreekumar, A., & **Jaikumar, S.** (2017). Effect of Demonetization in Subsistence Marketplaces: Understanding Consumer and Entrepreneurial Behaviour. *39th INFORMS Marketing Science Conference (special session)*, University of Southern California, Los Angeles, USA, 2017.
15. **Jaikumar, S.**, Sahay, A., & Vaidyanathan, R. (2016). Revisiting Range Theory of Pricing: Overlapping Price Ranges. *Society for Consumer Psychology Conference*, St. Petersburg, FL, USA, 2016. Proceedings
16. **Jaikumar, S.** (2014). The Effect of Overlapping Price Ranges on Price Perception. *Association for Consumer Research Conference*, Baltimore, MD, USA, Advances in Consumer Research, 42, 787. Proceedings
17. **Jaikumar, S.**, & Tripathi, S. (2014). Ordering Effect of Alphabets and Numbers in Alphanumeric Brand Names. *Association for Consumer Research Conference*, Baltimore, MD, USA, Advances in Consumer Research, 42, 787. Proceedings
18. **Jaikumar, S.**, & Sahay, A. (2014). Celebrity Endorsements and Branding Strategies: Event Study From India. *36th INFORMS Marketing Science Conference*, Emory University, Atlanta, USA, 2014.

- Track Chair, Marketing and Management in Subsistence Marketplaces, Virtual Subsistence Marketplaces Conference, Loyola Marymount University, Los Angeles, 31 May – 1 June 2020.

National conferences (select)

1. Kumari, R., & **Jaikumar, S.** (2026). Relative Income Position and Impact on Conspicuous Consumption in an Emerging Economy. *5th International Marketing Conference, IIM Shillong*, 21–22 January 2026. **Second Best Paper Award**
2. Guha Sarkar, B., & **Jaikumar, S.** (2025). Guardians of the Good: The Impact of the Superhero Concept on Prosocial Behaviour. *Chicago Booth Conference on Quantitative Marketing and Marketing Analytics, IIM Calcutta*, 15 December 2025.
3. Guha Sarkar, B., & **Jaikumar, S.** (2025). The Dawn of the Superhero Concept: Implications for Prosocial Behaviour. *Marketing Dynamics Conference, Goa Institute of Management*, 15–17 May 2025.
4. Prasanna Kumar, G., **Jaikumar, S.**, & Parthiban, R. (2025). 'Good Innovation but No Market': Problems in Commercializing Rural Grassroots Innovations. *International Conference on Creativity and Innovation at/for/from/with Grassroots (ICIG5), IIM Ahmedabad*, 28–30 January 2025.
5. **Jaikumar, S.**, & Guha Sarkar, B. (2023). Oops, Mercury Did It Again! Examining Consumer Behaviour During Mercury Retrograde Phases. *Chicago Booth Conference on Quantitative Marketing and Marketing Analytics, SP Jain IMR*, 15 December 2023.

6. Prasanna Kumar, G., Parthiban, R., & **Jaikumar, S.** (2023). Channelizing Development Research: Unravelling the Process of Dissemination for Tangible Impact. *Strategic Management Forum Conference, IIM Tiruchirappalli*, 18–20 December 2023.
7. Prasanna Kumar, G., Parthiban, R., & **Jaikumar, S.** (2023). Information Laddering: Architecting Digital Boundary Objects on Social Media to Channelize Development Research for Practitioners. *IFIP (International Federation for Information Processing)*, Hyderabad, 7–8 December 2023.
8. Prasanna Kumar, G., Parthiban, R., & **Jaikumar, S.** (2022). 'Creating Tangible Impact': Unravelling the Process of Uptake in Development Research. *ISDSI Global Conference, JAGSoM*, Bengaluru, 27–29 December 2022.
9. Parthiban, R., Prasanna Kumar, G., & **Jaikumar, S.** (2022). 'Good Product, No Sales': The Marketing Problem of Rural Grassroots Innovations. *International Conference on Maintenance and Intelligent Asset Management (ICMIAM), IRMA*, Gujarat, 13–15 December 2022.
10. **Jaikumar, S.**, & Sharma, R. (2022). Spillover Effects From an Online Marketplace Brand to a Product Brand Under Conditions of Distribution Exclusivity. *IIM Calcutta – Stern NYU Marketing Conference*, 24–25 January 2022.
11. **Jaikumar, S.**, Chintagunta, P. K., & Sahay, A. (2022). Effects of Pharmaceutical Price Regulation: Evidence From India. *International Communication Management Conference (MICA and University of Southampton)*, 5–7 January 2022.
12. **Jaikumar, S.**, & Kumari, R. (2022). Uncovering the Secrets of Small Family Businesses in a Developing Economy: The Unsuspected Role of Social Capital and Household Income Interactions. *1st International Conference on Management of MSMEs, IIM Amritsar*, 22–23 January 2022.
13. **Jaikumar, S.**, & Kumari, R. (2021). Uncovering the Secrets of Small Family Businesses in a Developing Economy: The Unsuspected Role of Social Capital and Household Income Interactions. *16th Biennial Conference of the International Society of Markets and Development (ISMD)*, Tiruchirappalli, 16–18 December 2021.
14. **Jaikumar, S.**, Chintagunta, P. K., & Sahay, A. (2020). Effects of Pharmaceutical Price Regulation: Evidence From India. *IIMA-CMHS Virtual Healthcare Research Seminar Series (invited)*, 5 June 2020. Proceedings
15. Sharma, R., & **Jaikumar, S.** (2019). Distribution Exclusivity in E-Commerce. *7th Pan-IIM Conference, IIM Rohtak*, 12–14 December 2019.
16. Parthiban, R., Bandyopadhyay, S., & **Jaikumar, S.** (2019). ICT-Enabled Institutional Entrepreneurship to Mainstream the Marginalized: Insights From Nex-Connect in India. *Workshop on Being (More) Human in a Digitized World, IIM Calcutta MCHV and INAIS*, 1–2 February 2019.
17. Kumari, R., & **Jaikumar, S.** (2019). Relative Economic Position, Income Inequality and Conspicuous Consumption in an Emerging Economy. *Association for Consumer Research (ACR), IIM Ahmedabad*, 10–12 January 2019.
18. Sharma, R., & **Jaikumar, S.** (2019). Spillover Effect From the Marketplace Brand Under Conditions of Distribution Externality. *Association for Consumer Research (ACR), IIM Ahmedabad*, 10–12 January 2019.
19. **Jaikumar, S.**, & Kumari, R. (2019). Effect of Social Capital Dimensions on Family Business Performance: Evidence From an Emerging Economy. *Emerging Markets Conference Board, IMT Ghaziabad*, 6–8 January 2019.
20. **Jaikumar, S.**, Sahay, A., & Chintagunta, P. K. (2017). Does Pharmaceutical Price Regulation Result in Greater Access to Essential Medicines? Effects of the Drug Price Control Order in India. *Emerging Markets Conference Board, IIM Lucknow (Noida campus)*, 2017.

21. **Jaikumar, S.** (2013). Is a Celebrity Known by the Company He/She Keeps? The Concept of Indirect Congruence. *7th Doctoral Colloquium, IIM Ahmedabad*, 2013.

INVITED TALKS, PANELS AND DOCTORAL CONSORTIA

- Distinguished Consortium Faculty, 12th AIM-AMA Sheth Foundation Doctoral Consortium, MDI Gurgaon, 15–17 July 2025.
- Invited research presentations at the Chicago Booth Conference on Quantitative Marketing and Marketing Analytics: ISB Hyderabad (2019), IIM Bangalore (2018) and Delhi (2017).
- Invited Panelist, flagship panel on AI and customer engagement, 9th International Communication Management Conference, MICA Ahmedabad and J. Mack Robinson College of Business, Georgia State University, 4–7 January 2023.
- Invited Speaker, DiGiXMAR '21 International Conference on Digital Marketing Experiences: Conducting experimental research in the digital world, 2021.
- Session Anchor for Prof. Durairaj Maheswaran, 'Make in Incredible India: Nation equity and globalization', IIM Calcutta – NYU Stern India Research Conference, 9–11 October 2020.
- First Subsistence Marketplaces Bottom-Up Immersion Conference, 4–9 January 2018.

EDITORIAL ROLES

- Associate Editor, Subsistence Marketplaces Journal.
- Special Issue Editor (2023), Subsistence Marketplaces Journal: Information and Communication Technologies (ICTs) in Subsistence Marketplaces – Challenges and Solutions.
- Special Issue Editor (2021), Journal of Global Marketing: Marketing to the Poor, Disadvantaged and Marginalized Consumers – A Global Perspective.

INSTITUTIONAL SERVICE AND ACADEMIC ADMINISTRATION

2022 – present	**Chairperson, Library and Computer Services Committee**. Responsible for the Computer Centre, AI adoption, classroom technology, network infrastructure, software and hardware procurement, and ERP implementation.
2020 – 2022	**Marketing Group Coordinator**
2026	**Head Organizer**. IIM Calcutta – Chicago Booth Quantitative Marketing Conference
2022	**Head Organizer**. IIM Calcutta – Stern NYU Marketing Conference
2016	**Organizing Committee**. MARCON International Marketing Conference, IIM Calcutta
2016 – present	**Committee Member**. Executive Education, MBA, MBAEx, Finance Research and Trading Lab, NBFA, Placements, LDP, Social Informatics Research Group and Admissions, across different terms.

POLICY IMPACT AND MEDIA COVERAGE

- Collection of Foreign Digital Materials: Effects of Pharmaceutical Price Regulation – Evidence from India. *United States Library of Congress*
- Chapter 4, Undermining Markets: When Government Intervention Hurts More Than It Helps. *Economic Survey of India 2019–20, Government of India*
- How brands have become 'publishers'. *The Hindu BusinessLine, 28 February 2019*
- Choosing who to buy from: Why user reviews are more important than just a low price in e-commerce. *Retail TouchPoints*

- DPCO dose too strong, hits medicine access: IIM study. *The Financial Express, 6 April 2016 (front page)*
- Investors value ethics over returns: IIM-A paper. *Business Standard, 24 May 2015*

ACADEMIC HONOURS

2012 Award for Academic Excellence in First Year PGP, IIM Ahmedabad – top quartile.

2007 Sir Julian Hodge Prize – ranked 1 of 425 for best overall performance in taught MBA courses, Cardiff Business School (University First).

2007 Sir Julian Hodge Prize – best performance in the Information and Control module, MBA.

2007 Sir Julian Hodge Prize – best performance in the Managerial Finance elective, MBA.

REFERENCES

Prof. Pradeep K. Chintagunta
Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing
The University of Chicago, Booth School of Business
pradeep.chintagunta@chicagobooth.edu

Prof. Madhubalan Viswanathan
Professor of Marketing; Director, D. K. Kim Foundation Business for Good Program
Loyola Marymount University
mviswana@lmu.edu

Prof. Arvind Sahay
Director and Professor of Marketing
Management Development Institute, Gurgaon (on leave from IIM Ahmedabad)
asahay@iima.ac.in

Prof. Niladri Syam
Robert J. Trulaske Sr. Associate Professor of Marketing; Director, Center for Sales and Customer Development
Trulaske College of Business, University of Missouri
syamn@missouri.edu