

SARAVANA JAIKUMAR

Associate Professor - Marketing
Indian Institute of Management Calcutta

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Academic Experience (9 years)

Associate Professor, Marketing: Indian Institute of Management Calcutta (Mar 2023 – ongoing)
Assistant Professor, Marketing: Indian Institute of Management Calcutta (May 2016 – Mar 2023)
Assistant Professor, Marketing: Indian Institute of Management Udaipur (Aug 2015 – Apr 2016)

Education

Ph.D. (FPM-Marketing)	IIM, Ahmedabad	I Year – 3.31 (Top Quartile) II Year – 3.592 (A)
Master of Business Administration	Cardiff Business School, UK	Distinction – (71 %) University Gold Medalist
B.E.(Mechanical Engineering)	PSG College (Anna University)	Distinction (8.63/10)

Accepted Publications

- Jaikumar, S., Chintagunta, P. and Sahay, A. (2024). Do No Harm? Unintended Consequences of Pharmaceutical Price Regulation in India. *Journal of Marketing*, forthcoming (Available [here](#)) (FT50 Journal, UTD24, ABDC A*)
- Viswanathan, M., Jaikumar, S., Sreekumar, A., Dutta, S and 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*, forthcoming (ABDC - A)
- Sharma, Y. and Jaikumar, S. (2023). Educational approaches to enable marketplace metacognition and social intelligence in subsistence consumers. *Journal of Consumer Marketing*, 40(1), 44-55. (Available [here](#)) (ABDC – A)
- Parthiban, R., Qureshi, I., Bandyopadhyay, S. and Jaikumar, S. (2021). Digitally mediated value creation for non-commodity base of the pyramid producers. *International Journal of Information Management*, 56, 1-17. (Available [here](#)) (ABDC – A*)
- Viswanathan, M., Jaikumar, S., Sreekumar, A. and Dutta, S. (2021). Marketplace literacy education and coping behaviors among consumer-entrepreneurs in subsistence marketplaces during demonetization in India. *Journal of Consumer Affairs*, 55, 179-202. (Available [here](#)) (ABDC – A)
- Parthiban, R., Jaikumar, S., Basak, J., and Bandyopadhyay, S. (2020). Digital access through smart-phones and well-being of BoP women: insights from a field study in India. *Information Technology and People*, (Available [here](#)) (ABDC – A)

- Parthiban, R., Qureshi, I., Bandyopadhyay, S., Bhatt, B. and 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, 633-653. (Available [here](#)) (ABDC – A)
- 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), (Available [here](#)) (ABDC - A)
- Jaikumar, S., Singh, R. and 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 (May), 386-393. (Available [here](#)) (ABDC – A)
- Jaikumar, S. and Sahay, A. (2015). Celebrity endorsements and branding strategies - event study from India, *Journal of Product & Brand Management*, 24(6), 633-645. (Available [here](#)) (ABDC – A)
- Jaikumar, S. and Sarin, A. (2015). Conspicuous consumption and income inequality in an emerging economy: evidence from India, *Marketing Letters*, 26(3), 279-292. (Available [here](#)) (ABDC – A)
- Jaikumar, S., Dutta, S. and Sood, N. (2021). Impact of lifestyle diseases on income and household consumption: Evidence from an emerging economy. *Health Marketing Quarterly*, 38(1), 35-49. (Available [here](#)) (ABDC – B)
- Mishra, R., Singh, R. and 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. (Available [here](#)) (ABDC – B)
- Jaikumar, S. and 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. (Available [here](#)) (ABDC - B)
- Jaikumar, S., Sharma, Y. and 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. (Available [here](#)) (ABDC – B)
- Jaikumar, S., Pingali, V. and Virmani, V. (2019). Shareholders’ reaction to ethical image of sports teams: An event study in the Indian Premier League. *Decision*, 46(4) (Available [here](#))
- Jaikumar, S. (2021). How household income and consumption are affected by lifestyle diseases in an emerging economy? *Health System and Policy Research*. (Available [here](#))
- Jaikumar, S. (2014). *Book Review*: The little book of big customer satisfaction measurement, *South Asian Journal of Management*. 21(4), 202 – 204.
- Jaikumar, S. (2013). Relationship between the dimensions of satisfaction and loyalty: An empirical study, *International Journal of Innovations in Business*. 2(4). (Available [here](#))

- Jaikumar, S. and Mendonca, A. (2017). Groups and teams: A review of bad apple behavior. *Team Performance Management*, 23(5), 243-259. (Available [here](#)) (ABDC – B)
- Tripathi, S., Jaikumar S. and Guha, A. (2017). Alphanumeric brand names for global branding: Does the alpha matter? *Journal of International Business Education*, 12(1). (Available [here](#)) (ABDC – B)

Working Papers ([select](#))

1. Jaikumar, S., and Sarkar, BG. Oops Mercury did it again! Examining Consumer Behavior during Mercury Retrograde Phases. (Target: *Journal of Marketing*: Final Field Experiment ongoing, FT50)
2. Jaikumar, S., and Sahay, A. Effect of overlapping price ranges on price evaluations. (*Journal of Consumer Research*: Final Field Experiment ongoing, FT50)
3. Sarkar, BG and Jaikumar, S. Dribbling into the Digital Realm: Evolution of ‘Collecting’ in the Era of Digital Collectible NFTs. (*European Journal of Marketing*: Submission by June 2024, ABDC A*)
4. Jaikumar, S., Sarin, A., Narayanan, P. and Kumari, R. Effects of income inequality in an emerging economy on subjective economic wellbeing: Suppressing effect of conspicuous consumption. (*Journal of Marketing Theory and Practice*: Submission by June 2024)
5. Jaikumar, S., Dutta, S., Sreekumar, A. and Viswanathan, M. Impact of Entrepreneurship on Objective and Subjective Economic Well-being in Emerging Markets: A Longitudinal Study from India. (Working Paper – Available [here](#)) (Submission by June 2024)
6. Sarkar, BG, Jaikumar, S and Prasanna Kumar, G. Empowering Rural Women: ICT Access and Health Outcomes in Emerging Economies. (Submission by Dec 2024)

Papers under Review (Submitted and Under Review)

1. Viswanathan, M., Jaikumar, S., Sreekumar, A., and Dutta, S. Human and Social Capital in Harmony or Conflict? A Field Experiment on Marketplace Literacy and Self-Help Group Membership in Subsistence Marketplaces. (*Journal of Macromarketing*: Under Review, ABDC A)
2. Viswanathan, M., Jaikumar, S., Sreekumar, A., and Dutta, S. Effects of Household Characteristics on Low Income Family Businesses: Evidence from India. (*Journal of Research in Marketing and Entrepreneurship*: Under Review, ABDC B)

Teaching ([select courses](#) with consolidated feedback – 8 years)

- AI ML Applications in Marketing (MBAEx elective course) Feedback: 6.51/7
- Digital and Social Media Marketing (MBAEx elective course) Feedback: 6.45/7
- Marketing Management: Strategic Issues (MBAEx core course) Feedback: 6.57/7
- Marketing Management II (MBA I Year core course) Feedback: 6.36/7

- Applied Marketing Research (PGDBA elective course) Feedback: 6.85/7
- Marketing Research (MBAEx elective course) Feedback: 6.64/7

Executive Education (select programs - for working professionals)

- Program Director and Main Faculty: Advanced Program on AI Powered Marketing (2020-2023)
- Program Director and Main Faculty: Advanced Program on AI for Leaders (2024-ongoing)
- Customized (in-company) Training Programs on Digital Marketing, AI and Marketing Analytics – TATA AIA Instance, Niva Bupa, ITC India, Zee TV Dubai, Edelweiss Tokyo, Axis Bank
- Management Development Programs: Digital Marketing for Business Growth, Artificial Intelligence and Machine Learning Applications in Marketing and Strategic Brand Management
- Program Director and Main Faculty: Executive Program on Digital and Social Media Marketing Strategy (2018-ongoing)
- Program Director and Main Faculty: Advanced Program on Digital Marketing Strategy, Dubai (2022-ongoing)
- Program Director: Executive Program on Sales and Marketing (Open, 2021-ongoing)
- Program Director: Executive Program on Global Business Management (Open, 2024-ongoing)

Cases

- Jaikumar S, Agarwalla S, and Dara R. (2013). Susan's dilemma. Finance & Accounting Case Registered at IIM Ahmedabad Cases. Regn. No. F&A0504. (with Teaching Note) (Available [here](#))
- Singh R., Jaikumar S. and Rao M. (2020). Switch On: Water Entrepreneurship Initiatives. Registered at IIM Calcutta Case Research Center.
- Jaikumar S, (2024). Chowman: The Culinary Maestro from Kolkata. Marketing Case. Registered at IIM Calcutta Case Research Center.

Research Awards and Grants (select list)

- Japanese Award for Outstanding Research on Development: USD 10,000 from Global Development Network (GDN), 2019. Team: Jaikumar, S. and Parthiban, R.
- Smart Cities Mission: Impact of SCM on Tourism (2023-24). Research funded by Ministry of Housing and Urban Affairs, India
- Department of Science and Technology (DST) Research Grant (2020). Creating and Managing Science Technology and Innovation Hub in Bolpur-Sriniketan Block, Birbhum District, West Bengal. Team: Bandyopahyay, S. and Jaikumar, S.

- Stigler Center Research Award, University of Chicago, Booth School of Business (2017): Effect of pharmaceutical price regulation: Evidence from India. Team: Jaikumar, S., Chintagunta, P. and Sahay, A.

Press Releases and Policy Mentions (select list)

- *United States Library of Congress*: Collection of Foreign Digital Materials: Effects of Pharmaceutical Price Regulation: Evidence from India. (<https://lccn.loc.gov/2020327515>)
- *Economic Survey 2019-20 (India Budget)*: Chapter 4: Undermining Markets: When Government Intervention Hurts More Than It Helps. Available [here](#).
- How brands have become ‘publishers’. The Hindu Business Line (28 Feb 2019). Available [here](#).
- Choosing who to buy from: Why user reviews are more important than just a low price in e-commerce. Retail Touchpoints Blog. Available [here](#).
- Investors value ethics over returns: IIM A Paper. Business Standard (24 May 2015). Available [here](#).
- DPCO dose too strong, hits medicine access: IIM study. Financial Express (6 April 2016 – Front page). Available [here](#).

Academic Responsibilities

- Chairperson Library and Computer Services Committee (2022-25) – Responsible for Computer Center, network infrastructure, software and hardware procurement, and ERP implementation.
- Marketing Group Coordinator (2020-22)
- Committee Member (MBA, MBAEx, Finance Research and Trading Lab, NBFA, Placements, LDP, Social Informatics Research Group – different terms over 8 years)
- International Marketing Conference Organizing Committee – Marcon 2016, IIM Calcutta
- IIM Calcutta – Stern NYU Marketing Conference 2022, Head Organizer

Editorial Board

- Associate Editor: Subsistence Marketplaces Journal
- Special Issue Editor (2021): Journal of Global Marketing - Marketing to the poor, disadvantaged and marginalized consumers: A global perspective
- Special Issue Editor (2023): Subsistence Marketplaces Journal - Information and Communication Technologies (ICTs) In Subsistence Marketplaces: Challenges and Solutions

Professional Experience

- Tata Consultancy Services, India, Confused.com, UK and GDS International, UK

Academic Achievements and Honors (select)

- Award for Academic Excellence in First Year PGP - 2012 (IIM Ahmedabad) – Top Quartile of Students
- Sir Julian Hodge Prize: Ranked 1 (out of 425): Best Overall Performance in Taught Courses in MBA (2007) – Cardiff Business School University First (2007)
- Sir Julian Hodge Prize: Best Performance in Information and Control Module - MBA (2007)
- Sir Julian Hodge Prize: Best Performance in Managerial Finance Elective – MBA (2007)

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. Mahubalan Viswanathan

Professor of Marketing, Director, D.K. Kim Foundation Business for Good Program

Loyola Marymount University

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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 at the Trulaske College of Business

Director, Center For Sales and Customer Development

University of Missouri

syamn@missouri.edu

Domestic and International Conferences

International Conferences

- Sarkar, BG and Jaikumar, S. (2024). Dribbling into the Digital Realm: Understanding Collecting Dynamics in the Era of Digital Collectible NFTs. *ACR Asia Pacific Conference 2024*, Bali Indonesia, July 2024.
- Jaikumar, S., and Sarkar, BG. (2024). Oops Mercury did it again! Examining Consumer Behavior during Mercury Retrograde Phases. *EMAC Annual Conference 2024*, Bucharest, Romania, May 2024.
- Sarkar, BG. And Jaikumar, S (2024). Digital slam dunk: understanding collecting dynamics and tensions for digital collectibles. *EMAC Annual Conference 2024*, Bucharest, Romania, May 2024.
- Ghosh, S., Jaikumar, S. and Chakraborty, S. (2023). Who is your doctor and why? The role of information signaling in physician selection. *CHITA 2023 (Conference on Health and IT Analytics, 2023)*. Washington, USA (Johns Hopkins Carey Business School, the University of Michigan School of Public Health), 5-6 May, 2023.
- Prasanna Kumar, G., Parthiban, R. and Jaikumar, S., (2023). Channelizing development research: Unravelling the Process of dissemination for tangible impact. *83rd Annual Meeting of the Academy of Management*, 4 - 8 August 2023, Boston, Massachusetts, USA
- Sharma, R., Mishra, P. and Jaikumar, S. Exclusive Online Launch - Exploring the relationship between a product brand and an Online Marketplace Brand. *EACR (European Association of Consumer Research) 2023*, Amsterdam, 6-8 July, 2023.
- Prasanna Kumar, G., Jaikumar, S. and Mishra, P. 'Selling the so-called unsaleables' - An attempt to reduce retail food waste. 2023 AMS Annual Conference (*24th World Marketing Congress, Academy of Marketing Science*), July 11-14, 2023, University of Kent
- Jaikumar, S., Prasanna Kumar, G. and Parthiban, R. (2022). Effect of Social Media on Policy Uptake of Development Research: Evidence from Altmetric. Presented at: *6th International Conference of Marketing, Strategy and Policy 2022* (31 Aug – 2 Sep, 2022), Newcastle University, UK.
- **Track Chair:** Marketing and Management in Subsistence Marketplaces. Virtual Subsistence Marketplaces Conference, 2020. Loyola Marymount University, Los Angeles, May 31 – Jun 1, 2020.
- Viswanathan, M., Jaikumar, S., Sreekumar, A., Dutta, S. and Duhachek, A. (2019). Marketplace literacy education and consumer coping behavior. Presented at: *Journal of Marketing Research Special Issue: Education and Marketing, AMA (American Marketing Association)*. Pre-AMA Winter Academic Conference, Austin, Feb 21-22, 2019.

- Jaikumar, S., Dutta, S. Sood, N. and Narasimhan, O. (2017). Impact of lifestyle diseases on consumption and role of insurance in an emerging economy. Presented at: **39th INFORMS Marketing Science (Informs 2017)** Conference, University of Southern California, Los Angeles, USA.
- Sreekumar, A., Jaikumar, S., Dutta, S. and Viswanathan, M. (2017). Consumption, entrepreneurship and poverty alleviation: effects of social and human capital. Presented at: **39th INFORMS Marketing Science (Informs 2017)** Conference, University of Southern California, Los Angeles, USA.
- Viswanathan, M., Dutta, S. Sreekumar, A. and Jaikumar, S. (2017). Effect of demonetization in subsistence marketplaces: Understanding consumer and entrepreneurial behavior. Presented in a special session at: **39th INFORMS Marketing Science (Informs 2017)** Conference, University of Southern California, Los Angeles, USA.
- Jaikumar, S., Sahay, A. and Vaidyanathan, R. (2016). Revisiting range theory of pricing: Overlapping price ranges. Presented at: **Society for Consumer Psychology (SCP 2016)** Conference, St. Petersburg, Florida. (Available [here](#) – pp. 42-44)
- Jaikumar, S. (2014). The effect of overlapping price ranges on price perception. Presented at: **Association for Consumer Research (ACR 2014)** Conference, Baltimore, Maryland, USA. – In: **NA - Advances in Consumer Research** Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, pp. 787-787. (Available [here](#))
- Jaikumar, S. and Tripathi, S. (2014). Ordering effect of alphabets and numbers in alphanumeric brand names. Presented at: **Association for Consumer Research (ACR 2014)** Conference, Baltimore, Maryland, USA. - In: **NA - Advances in Consumer Research** Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, pp. 787-787. (Available [here](#))
- Jaikumar, S. and Sahay, A. (2014). Celebrity Endorsements and Branding Strategies: Event Study from India. Presented at: **36th INFORMS Marketing Science (Informs 2014)** Conference, Emory University, Atlanta, USA.

Domestic Conferences

- Jaikumar, S. and 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**. Dec 15th 2023.
- Prasanna Kumar, G., Parthiban, R, and Jaikumar, S. Channelizing Development Research: Unravelling the Process of Dissemination for Tangible Impact. Strategic Management Forum (SMF Conference 2023), Dec 18-20, 2023, IIM Trichy, India.

- Prasanna Kumar, G., Parthiban, R, and Jaikumar, S. Information Laddering: Architecting Digital Boundary Objects on Social Media to Channelize Development Research for Practitioners. IFIP (International Federation for Information Processing) 2023. Dec 7-8, 2023, Hyderabad, India.
- **Invited Panelist:** Flagship Panel at 9th International Communication Management Conference (ICMC), MICA Ahmedabad and J. Mac Robinson College of Business, Georgia State University, Theme: AI and customer engagement: a techno-human approach to meaning-making, 4-7, Jan 2023.
- Prasanna Kumar, G., Parthiban, R, and Jaikumar, S. ‘Creating Tangible Impact’: Unravelling the Process of Uptake in Development Research. ISDSI (International Society for Data Science and Innovation) Global Conference, Jagdish Sheth School of Management (JAGSoM), Bengaluru, 27-29, Dec 2022.
- Parthiban, R., Prasanna Kumar, G. and Jaikumar, S. ‘Good Product No Sales’: The Marketing Problem of Rural Grassroot Innovations. International Conference on Maintenance and Intelligent Asset Management (ICMIAM2022) organised by Institute of Rural Management Anand (IRMA), Gujarat, 13-15 December, 2022.
- Jaikumar, S. and Sharma, R. Spillover effects from an online marketplace brand to a product brand under conditions of distribution exclusivity. IIM Calcutta – Stern NYU Marketing Conference 2022 (24-25, Jan, 2022).
- Jaikumar, S., Chintagunta, P. and Sahay, A. Effects of Pharmaceutical Price Regulation: Evidence from India. Jan 5th, 2022 at ICMC 2022 (MICA and University of Southampton) 5-7, Jan 2022.
- Jaikumar, S. and Kumar, R. (2022). Uncovering the secrets of small family businesses in a developing economy: the unsuspected role of social capital and household income interactions, ICMM 2022 (1st International Conference on Management of MSMEs (ICMM 2022), January 22 - 23, 2022, IIM Amritsar, India).
- Jaikumar, S. and Kumari, R. (2021). Uncovering the secrets of small family businesses in a developing economy: the unsuspected role of social capital and household income interactions, ICMD 2021 (16th Biennial Conference of The International Society of Markets and Development ISMD, December 16 - 18, 2021, Trichy, India).
- Invited Speech: DiGiXMAR '21: International Conference on Digital Marketing Experiences, 27th-29th, 2021. Conducting Experimental Research in the Digital World.
- **Session Anchor:** Speaker: Prof. Durairaj Maheshwaran, ‘Make in Incredible India : Nation Equity and Globalization’ NYU Stern Business School, IIM Calcutta NYU India Research Conference, October 9-11, 2020.

- Jaikumar, S., Chintagunta, P. and Sahay, A. Effects of Pharmaceutical Price Regulation: Evidence from India. June 5th, 2020 (invited to present the research paper) at *IIMA-CMHS Virtual Healthcare Research Seminar Series*. (Seminar available [here](#)).
- Jaikumar, S. (2019). *Chicago Booth Conference on Quantitative Marketing and Marketing Analytics – ISB Hyderabad*. Dec 18th 2019. (invited for research work presentation and discussion)
- Sharma, R. and Jaikumar, S. Distribution exclusivity in e-commerce. Accepted for presentation at 7th Pan IIM Conference, IIM Rohtak, Dec 12-14, 2019.
- Parthiban, R., Bandyopadhyay, S. and Jaikumar, S. ICT enabled institutional entrepreneurship to mainstream the marginalized: Insights from the case of Nex-Connect in India. Presented at Workshop on *Being (more) Human in a Digitized World*, Management Center for Human Values (IIM Calcutta - MCHV) and Association for Information Systems – India Chapter (INAIS), Feb 1-2, 2019.
- Kumari, R. and Jaikumar, S. Relative economic position, income inequality and conspicuous consumption in an emerging economy. Presented at *Association for Consumer Research (ACR 2019)*, IIM Ahmedabad, Jan 10-12, 2019.
- Sharma, R. and Jaikumar, S. Spillover effect from the marketplace brand under conditions of distribution externality. Presented at *Association for Consumer Research (ACR 2019)*, IIM Ahmedabad, Jan 10-12, 2019.
- Jaikumar, S. and Kumari, R. Effect of social capital dimensions on family business performance: Evidence from an emerging economy. Presented at *Emerging Markets Conference Board (EMCB 2019)*, IMT Ghaziabad, Jan 6-8, 2019.
- Jaikumar, S. (2018). *Chicago Booth Conference on Quantitative Marketing and Marketing Analytics – IIM Bangalore*. Dec 17th 2018. (invited for research work presentation and discussion)
- Jaikumar, S. (2018). First *Subsistence Marketplaces Bottom-Up Immersion Conference*. Jan 4-9, 2018. (invited for research work presentation and discussion)
- Jaikumar, S. (2017). *Chicago Booth Delhi Conference on Quantitative Marketing and Marketing Analytics*. Dec 18th 2017. (invited for research work presentation and discussion)
- Jaikumar, S., Sahay, A. and Chintagunta, P. (2017). Does pharmaceutical price regulation result in greater access to essential medicines? Effects of drug price control order in India. Presented at: *Emerging Markets Conference Board (EMCB 2017)*, IIM Lucknow (Noida campus).
- Jaikumar, S. (2013). Is a celebrity known by the company he/she keeps? The concept of indirect congruence. Presented at: *7th Doctoral Colloquium - Indian Institute of Management, Ahmedabad*.

Doctoral Students (current and past)

- Thesis Advisor – Chair: 4 marketing students (3 graduated)
- Thesis Advisor – Committee Member: 11 students (marketing, information systems and economics)
- Thesis Committee Member: 2 students from IIM Ahmedabad (1 graduated), 1 student from NMIMS

Doctoral Students (current and past)

- Bibek Guha Sarkar, Marketing Group, IIM Calcutta (TAC Chair - ongoing), Understanding the Concept of Superheroes.
- Gurugubelli Prasanna Kumar, Marketing Group, IIM Calcutta (TAC Co-Chair – Graduated 2022, Joined IIM Sambalpur), Selling the Prospective Unsaleables: Essays evaluating the attractiveness of a promotion in Clearance sales.
- Ritika Sharma, Marketing Group, IIM Calcutta (TAC Co-Chair - Graduated in 2022), Spillover Effects from an Online Marketplace Brand to a Product Brand under Conditions of Distribution Exclusivity.
- Saurabh Shinde, Marketing Group, IIM Calcutta (TAC Co-Chair – Graduating in 2024), Essays on the dynamics of linguistic marketplaces.
- Sarthak Mahapatra, Marketing Group, IIM Calcutta (TAC Member). Examining the concept of Dignity for Base of the Pyramid Consumers.
- Rishikesan Parthiban, MIS Group, IIM Calcutta (TAC Member – Graduated 2021, Joined IIM Trichy) - Essays on Digital Social Innovations for Rural Development.
- Shankadeep Banerjee, MIS Group, IIM Calcutta (TAC Member – Graduated 2020, Joined IS at IIM Bangalore) - A Discourse on Technology Patrons: Insights from Crowdfunding.
- Prakrit Silal, MIS Group, IIM Calcutta (TAC Member – Graduated 2021-22, Joined IIM Jammu) - Studying the Role of E-Government in enabling Good Governance.
- Akash Krishnan, Economics Group, IIM Calcutta (TAC Member – Graduated 2020-21, Joined Masters Union) - Work and Well-Being in the Sharing Economy: Evidence from India
- Yukti Sharma, PDRF, Marketing Group (Research Mentor): Joined Marketing at Goa Institute of Management, Papers on Subsistence Marketplaces
- Rohit Mattu, MIS Group, IIM Calcutta (TAC Member) – Catalyzing Women Empowerment through ICT Innovations
- Eshan Bhatt, MIS Group, IIM Calcutta (TAC Member) - Managing Privacy and Disclosure through Digital Nudging

- Madhuri Prabala, MIS Group, IIM Calcutta (TAC Member) - Understanding the Impact of Online Firm and User Generated Content on Sales: An Unstructured Data Analytics Approach
- Manimay Dev, MIS Group, IIM Calcutta (TAC – Member). Studies on National Cybersecurity Maturity: Determinants and Impact Analysis
- Mukul Kumar, MIS Group, IIM Calcutta (TAC Member). ICT for Gender Equality across Nations: A Global Study on Digital Drivers
- Girish Upadhyay, Marketing, NMIMS (TAC Member). Does use of Metaverse accelerate product adoption – An Exploratory Study
- Rashmi Kumari, Marketing, IIM Ahmedabad (TAC Member – Graduated 2020-21, Joined IIM Calcutta) - To Delay or Not to Delay: Comparing Cashbacks with Price Discounts
- Athi Karthick, Marketing, IIM Ahmedabad (TAC Member). National Identity and Consumer Decisions