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Professional Experience

- **Assistant Professor**, Marketing, IIM Calcutta. From *December 2022 to present*
- **Assistant Professor**, Marketing, IIM Jammu. From *February 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 Vishwakarma 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).

