SARAVANA JAIKUMAR

Associate Professor of Marketing • Indian Institute of Management Calcutta
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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. **IN PREPARATION**

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. (2020). *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)

Gurugubelli Prasanna Kumar, Marketing, IIM Calcutta (TAC Co-Chair, graduated 2022; 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 Mahapatra, 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.*

Shankadeep 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 2025; IIT Roorkee). *Managing Privacy and Disclosure through Digital Nudging.*

Madhuri Prabala, MIS, IIM Calcutta (TAC Member, graduated 2025; JAGSoM). *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. 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.
4. Guha Sarkar, B., & **Jaikumar, S.** (2024). Digital Slam Dunk: Understanding Collecting Dynamics and Tensions for Digital Collectibles. *EMAC Annual Conference*, Bucharest, Romania, May 2024.
5. 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.
6. 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.
7. 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.
8. 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.

9. **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.
10. 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.
11. **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.
12. 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.
13. 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.
14. **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
15. **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
16. **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
17. **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

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