

Curriculum Vitae

Dr. Vikas Kumar

Assistant Professor, IIM Sirmaur

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Year	Examination	Institution	Board/University	Marks Obtained
2015	Ph.D.	DOMS, IIT Roorkee	IIT Roorkee	Awarded
2012	UGC-NET (JRF)	University Grants Commission	UGC	Qualified
2011	MBA	VGSOM, IIT Kharagpur	IIT Kharagpur	CGPA 7.29
2008	B. Tech (ECE)	NIT, Hamirpur	NIT Hamirpur	CGPA 6.93
2003	Class XII	Him Academy Public School	H.P.B.S.E	68.20%
2001	Class X	Adarsh Shishu High School	H.P.B.S.E	80.28%

EDUCATION

WORK EXPERINECE

8 Years 2 Months

Current Affiliation - Assistant Professor (Marketing)

Indian Institute of Management, Sirmaur [July' 16 – Till date]

6 Years 3 Months

Experience at IIM Sirmaur as fulltime Assistant Professor (**On Contract**): **2 Years 4 Months**

Experience at IIM Sirmaur as fulltime Assistant Professor (**Regular at Level 12**): **3 Years 11 Months**

- Taught various subjects including Marketing Management – I & II, Brand Management and Advanced Marketing Research to MBA students.

Lecturer (Marketing)

National Institute of Technology, Hamirpur [Oct' 15 – June' 16]

8 Months

- Taught various marketing subjects such as Marketing Management, Marketing Research etc.
- Training and placement in charge for the academic session 2015-16.

Assistant Manager - The Shipping Corporation of India Ltd. [June' 11- Aug' 12]

1 Year 3 Months

- **Marketing activities such** as meeting customers and the agents and work out the strategies to increase the market share of the organization.
- Preparing and analyzing various business reports on daily and weekly basis.
- Worked on **planning and scheduling** of ships to reduce the operational costs.
- Performing supporting activities such as supplying bunker to the ships and financing the ports.

ADMINISTRATIVE RESPONSIBILITIES - IIM SIRMAUR

The following administrative roles were served at IIM Sirmaur since joining:

1. BoG Member of IIM Sirmaur – August 2020 to August 2022
2. Chair Student Affairs – From April 2017 to November 2018
3. Chairperson Admissions – From August 2017 to June 2022
4. Chairperson, MDP – From January 2019 to June 2022
5. Convener Purchase – From July 2017 to June 2022
6. Chair Admin – April 2020 to June 2022

7. CPIO for RTIs – From January 2018 to July 2020
8. FAA for RTIs – From August 2020 to September 2022

RESEARCH PUBLICATIONS

1. Kumar, V. (2022). Enhancing participation intentions in online brand communities. *Marketing Intelligence & Planning*, 40 (7), 898-913. **[Ranked 'A' in ABDC rankings]**
2. Fatma, M., Khan, I., Kumar, V., & Shrivastava, A. (2022). Corporate social responsibility and customer-citizen relationship behaviour: the role of customer-company identification. *European Business Review*. **[Ranked 'B' in ABDC rankings]**
3. Kumar, V., Kaushal, V., & Kaushik, A. (2022). Building relationship orientation among travelers through destination brand authenticity. *Journal of Vacation Marketing*. **[Ranked 'A' in ABDC rankings]**
4. Kumar, V., Khan, I., Fatma, M., & Singh, A. (2022). Engaging luxury brand consumers on social media. *Journal of Consumer Marketing*, 39(1), 121-32 **[Ranked 'A' in ABDC rankings]**
5. Kumar, V., & Kaushik, A.K. (2022). Engaging customers through brand authenticity perceptions: The moderating role of self-congruence. *Journal of Business Research*, 138, 26-37. **[Ranked 'A' in ABDC rankings]**
6. Kumar, V., & Kaushal, V. (2021). Perceived brand authenticity and social exclusion as drivers of psychological brand ownership. *Journal of Retailing and Consumer Services*, 61, 102579. **[Ranked 'A' in ABDC rankings]**
7. Khan, I., Fatma, M., Kumar, V., & Amoroso, S (2020). Do experience and engagement matter to millennial consumers? *Marketing Intelligence & Planning*, 39 (2), 329-341. **[Ranked 'A' in ABDC rankings]**
8. Kumar, V. (2020). Building customer-brand relationships through customer brand engagement. *Journal of Promotion Management*, 26(7), 986-1012. **[Ranked 'B' in ABDC rankings]**
9. Kumar, V., & Kaushik, A.K. (2020). Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions. *Journal of Travel & Tourism Marketing*, 35(5), 649-663. **[Ranked 'A' in ABDC rankings]**
10. Kaushik, A. Mohan, G., & Kumar, V. (2020). Examining the Antecedents and Consequences of Customers' Trust toward Mobile Retail Apps in India. *Journal of Internet Commerce*. 19 (1), 1-31. **[Ranked 'B' in ABDC rankings]**
11. Kumar, V., & Kaushik, A.K. (2020). Building consumer-brand relationships through brand experience and brand identification, *Journal of Strategic Marketing*, 28(1), 39-59. **[Ranked 'A' in ABDC rankings]**
12. Kumar J., & Kumar V. (2019). Drivers of brand community engagement, *Journal of Retailing & Consumer Services*. 54, 101949. **[Ranked 'A' in ABDC rankings]**
13. Kumar, V., & Nayak, J.K. (2018). Destination Personality: Scale Development & Validation, *Journal of Hospitality and Tourism Research*. 42(1), 3-25. **[Ranked 'A' in ABDC rankings]**
14. Kumar, V., & Kaushik, A.K. (2017). Destination brand experience and tourist behavior: The mediating role of brand identification, *Journal of Travel & Tourism Marketing*, 35(5), 649-663. **[Ranked 'A' in ABDC rankings]**

15. Kaushik, A., & Kumar, V. (2017). Investigating Consumers' adoption of SSTs - A Case study representing India's Hospitality Industry, *Journal of Vacation Marketing*, 24(3), 275-290. **[Ranked 'A' in ABDC rankings]**
16. Kumar, V. & Kaushik, A.K. (2017). Achieving destination advocacy and destination loyalty through destination brand identification, *Journal of Travel & Tourism Marketing*, 34(9), 1247-60. **[Ranked 'A' in ABDC rankings]**
17. Kumar, V. (2016). Examining the role destination personality and self-congruity in predicting tourist behavior, *Tourism Management Perspectives*, 20, 217-227. **[Ranked 'A' in ABDC rankings]**
18. Kumar, V., & Nayak, J.K. (2014). The measurement and conceptualization of destination personality, *Tourism Management Perspectives*, 12, 88-93. **[Ranked 'A' in ABDC rankings]**
19. Kumar, V., & Nayak, J.K. (2014). The role of self-congruity and functional congruity in influencing tourist's post visit behavior, *Advances in Hospitality and Tourism Research*, 2(2), 24-44.

CONFERENCES

1. Kumar, V., & Nayak, J.K. (2015). Self-congruity, functional congruity and destination choice: The moderating role of prior experience, "GCMRM Conference" to be organized by **MDI Gurgaon** on 11th-13th March, 2015.
2. Kumar, V., & Nayak, J.K. (2014). Effect of online service quality dimensions on brand equity within retail banking in India, "Listening to Consumers of Emerging Markets" Organized by **IIM Lucknow** on January 9-11, 2014.
3. Kumar, V., & Nayak, J.K. (2014). Self-congruity, functional congruity and destination loyalty: The moderating role of prior experience, "Rethinking Marketing", Organized by **IIM Calcutta** on December 18-20, 2014.
4. Kumar, V., & Kaushik, A.K. (2018). Does consumer brand engagement really help in nurturing consumer brand relationships? "The 13th Global Brand Conference: Branding in the Digital Age: Innovation & Responsibility" Organized by **Newcastle Business School, Northumbria University, UK** on May 2-4, 2018.

MDP & CONSULTANCY – IIM SIRMAUR

1. Consultancy project from BR Foods Pvt. Ltd – Designing and developing the promotional and distribution strategy for a new product (Packaged and Mineral Water and Soda). Duration of project is one year.
2. Conducted 3 days MDP on Data Analytics for Advanced Research at IIM Sirmaur from 6 to 8th July 2018.
3. Conducted a National Doctoral Colloquium in Business & Management at IIM Sirmaur from 18 to 20 December 2018.
4. Conducted 5 days MDP on "Data Analytics for Advanced Research" for Officials of Economics & Statistics Department of Himachal Pradesh at IIM Sirmaur from 27 to 31st May 2019.
5. Conducted 2 days MDP on "Data Analytics for Advanced Research" at IIM Sirmaur from 1 to 2, June 2019.
6. Co-convenor of International conference on "Business Interventions for Effective Management of Technology and Innovation" held from 6 to 7 March, 2020 at IIM Sirmaur.
7. Conducted 2 days Online MDP on "Data Analytics for Advanced Research" at IIM Sirmaur from 19 to 20, March 2021.

OTHER CONTRIBUTIONS

Resource person for various workshops and short-term courses conducted at NIT Hamirpur, IIT Roorkee, IIM Sirmaur & other institutions. Topics of the talks include:

1. How to write a literature review?
2. Multivariate data analyses techniques including Factor analysis, Multiple regression, Discriminant, CFA and SEM.

Regular Reviewer of

1. Tourism Management (Elsevier)
2. Tourism Management Perspectives (Elsevier)
3. Tourism and Hospitality Research (Sage)
4. Anatolia (Taylor & Francis)
5. Journal of Travel & Tourism Marketing (Taylor & Francis)
6. Journal of Brand Management (Springer)
7. Journal of Strategic Marketing (Taylor & Francis)

POSITIONS OF RESPONSIBILITY

- Member of **MAD, marketing club** of VGSOM, IIT Kharagpur in 2009-11.
- Coordinator of **SCI worldwide** agents' meet-2012 held at Mumbai.
- Student coordinator for five workshops on **Data Analysis and Research Publications** conducted at IIT Roorkee during 2013-15.

ACHIEVEMENTS AND AWARDS

- Ranked **48th in matriculation** in H.P. Board in 2001.
 - Received various **scholarships** at school and college level.
 - **Runner up** in badminton championship held at District level under sub-junior group.
 - Outstanding reviewer award given by *Tourism Management Perspectives, Elsevier*.
 - Reviewer recognition presented by *Tourism Management, Elsevier*.
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