

## ASHISH KUMAR

Senior Lecturer  
Economics, Finance and Marketing  
College of Business and Law, RMIT University

Mobile: +61 456 784 881  
Email: ashish4145@gmail.com  
95/337 Station St Thornbury VIC 3071

## EDUCATION

The State University of New York, Buffalo, NY  
Ph.D. in Marketing  
May-2012

The State University of New York, Buffalo, NY  
M.A. in Economics  
May-2010

DA-IICT, Gandhinagar, India  
Bachelor of Technology in ICT  
May-2005

## PAST EMPLOYMENT

Assistant Professor of Marketing  
Aalto University  
2012 – 2019

Visiting Assistant Professor of Marketing  
IIM Bangalore  
2017 – 2019

Instructor of Marketing  
The State University of New York, Buffalo  
2011 – 2012

Senior Engineer  
LTIMindtree, Bangalore  
2005 – 2007

## PUBLICATIONS

### Peer-Reviewed Journal Articles

1. Yiu, C. S., Rayne, D., Madani, F., & **Kumar, A.** (2025). Cueing Up! How Other-Oriented Semantic Cues in Livestream Shopping Enable Sustainable Food Consumption. *Journal of Strategic Marketing*. Accepted.
2. **Kumar, B.** (2025). Corporate Name Change: The Effect of the Firm's Shareholder Distribution. *Applied Economics Letters*, 32(6), 870-894.
3. **Kumar, A.**, Rayne, D., Salo, J., & Yiu, C. S. (2025). Battle of influence: Analysing the impact of brand-directed and influencer-directed social media marketing on customer engagement and purchase behaviour. *Australasian Marketing Journal*, 33(1), 87-95.
  - Best paper award AMJ 2025
4. **Kumar, A.**, Salo, J., & Bezawada, R. (2024). The Effects of Buy Now, Pay Later (BNPL) on Customers' Online Purchase Behavior. *Journal of Retailing*, 100(4), 602-617.
5. Sridhar, K., **Kumar, A.**, & Bezawada, R. (2022). Investigating Cross-Media Effects in a Multichannel Marketing Environment: The Role of Email, Catalog, Television, and Radio. *Marketing Letters*, 33(2), 189-201.
6. Schaefer, T., Falk, T., **Kumar, A.**, & Schamari, J. (2021). More of the Same? Effects of Volume and Variety of Social Media Brand Engagement Behavior. *Journal of Business Research*, 135, 282-294.
7. **Kumar, A.** (2021). An Empirical Examination of the Effects of Design Elements of Email Newsletters on Consumers' Email Responses and their Purchase. *Journal of Retailing and Consumer Services*, 58, 102349.

8. Rinta-Kahila, T., Penttinen, E., **Kumar, A.**, & Janakiraman, R. (2021). Customer reactions to self-checkout discontinuance. *Journal of Retailing and Consumer Services*, 61, 102498.
9. Colicev, A., **Kumar, A.**, and O'Connor, P. (2019). Modeling the Relationship between Firm and User Generated Content and the Stages of the Marketing Funnel. *International Journal of Research in Marketing*, 36(1): 100-116.
10. **Kumar, A.**, Salo, J., and Li, H. (2019). Stages of User Engagement on Social Commerce Platforms: Analysis with the Navigational Clickstream Data. *International Journal of Electronic Commerce*, 23(2): 179-211.
11. **Kumar, A.** (2019). Investigating Household Choice for Health and Life Insurance. *Applied Economics Letters*, 26 (4): 267-273.
12. Asatiani, A., Penttinen, E., **Kumar, A.** (2019). Uncovering the Nature of the Relationship between Outsourcing Motivations and the Degree of Outsourcing - An Empirical Study on Finnish SMEs. *Journal of Information Technology*, 4(1): 39-58.
13. Tan, T. M., Salo, J., Juntunen, J., **Kumar, A.** (2019). The Role of Temporal Focus and Self-Congruence on Consumer Preference and Willingness to Pay: A New Scrutiny in Branding Strategy. *European Journal of Marketing*, 53(1): 37-62.
14. **Kumar, A.**, Bezawada, R., Trivedi, M. (2018). The Effects of Multichannel Shopping on Customer Spending, Customer Loyalty, and Customer Profitability. *Journal of the Association for Consumer Research*, 3 (3): 294-311.
15. Tan, T. M., Salo, J., Juntunen, J., **Kumar, A.** (2018). A Comparative Study of Creation of Self-Brand Connection amongst Well-liked, New, and Unfavorable Brands. *Journal of Business Research*, 92: 71-80.
16. **Kumar, A.**, Möller, K. (2018). Extending the Boundaries of Corporate Branding: An Exploratory Study of the Influence of Brand Familiarity in Recruitment Practices through Social Media by B2B Firms. *Corporate Reputation Review*, 21(3): 101-114.
17. **Kumar, A.**, Salo, J. (2018). Effects of Link Placements in Email Newsletters on their Click-through Rate. *Journal of Marketing Communication*, 24(5): 535–548.
18. Trivedi, M., Sridhar, K., and **Kumar, A.** (2016). Impact of Healthy Alternatives on Consumer Choice: A Balancing Act. *Journal of Retailing*, 92 (1): 1-18.
19. **Kumar, A.**, Bezawada, R., Rishika, R., Janakiraman, R., and Kannan, P.K. (2016). From Social to Sale: The Effects of Firm Generated Content in Social Media on Customer Behavior. *Journal of Marketing*, 80 (1): 7-25.
20. Rishika, R., **Kumar, A.**, Janakiraman, R., and Bezawada, R. (2013). The Effect of Customers' Social Media Participation on Customer Visit Frequency: An Empirical Investigation. *Information Systems Research*, 24 (1): 108-127.
21. **Kumar, A.**, Trivedi, M., Bezawada, R., and Sridhar, K. (2012). A Comparative Analysis of Differential Consumer Response across Supermarket and Specialty Store in the Candy Category. *Journal of Retailing and Consumer Services*, 19(6): 561-569.

### Conference Proceedings

1. Tuan, A., **Kumar, A.**, Dalli, D., & LeeFlang, P. S. (2020). Brand competition on social media: investigating direct and indirect effects of FGC on sales. *Proceedings of the European Marketing Academy*, Vol. 49, p. 63713).
2. Sridhar, K., Bezawada, R., and **Kumar, A.** (2019). Disentangling the Impact of Expert Product Ratings to Inform Market Strategies. *AMA Winter Educators' Conference Proceedings*, Vol. 30, FE-6-7.

3. **Kumar, A.**, Jonnalagedda, S., Soni, M., Cozma, P. (2019). Expert vs. E-Aggregator: Can Critics Continue to be Critical? Evidence from the Movie Industry. *AMA Winter Educators' Conference Proceedings*, Vol. 30, FE-8.
4. Tan, T. M., Salo, J., Juntunen, J., and **Kumar, A.** (2017). The Effect of Temporal Distance on Self-Presentation by Brand. *Advances in Consumer Research*, 45.
5. Rishika, R., **Kumar, A.**, Janakiraman, R., and Bezawada, R. (2013). Customers' Social Media Participation and Business Value for Firms: Evidence from a Field Study. *AMA Winter Educators' Conference Proceedings*, Vol. 24, 8-9.

### **Book Chapters**

1. Muinonen, L. L. E., and **Kumar, A.** (2016). Building City Brand through Social Media: The Effect of Social Media Brand Community on Brand Image. *Strategic Place Branding Methodologies and Theory for Tourist Attraction*, IGI Global, p. 181
2. **Kumar, A.**, and Bezawada, R. (2014). Effects of Consumers' Social Media Participation on Consumer Behaviors: A Marketing Perspective. *Harnessing the Power of Social Media and Web Analytics: Techniques, Tools, and Application*, IGI Global

### **Scientific Reports**

1. **Kumar, A.**, Bezawada, R., Rishika, R., Janakiraman, R., and Kannan, P.K. (2016). The Effects of Firm Generated Content in Social Media on Customer Behavior: An Empirical Examination. *Marketing Science Institute Report*, 16-111.

### **GRANTS**

1. Coinspot Project on Australian attitudes to cryptocurrency (reference no. CON-P-00745). AUD 20,000. (2025).
2. EFM Small Research Grant. AUD 4,000. (2024).
3. CoBL Research Publication Scheme. AUD 1,500. (2024).
4. CoBL Innovation Fund. Project - Improving Marketing Major via Specialization in Marketing Technology (BUS | Office - DVC | CC\_10098). AUD 15,112.80. (2023).
5. EFM Small Research Grant. AUD 4,000. (2023).
6. EFM Survey Data Provision Grant. AUD 5,000. (2023)
7. RMIT AWS Computing (RACE) Merit Allocation Scheme (RMAS)
  - AUD 3,000 (2025)
  - AUD 2,000 (2024)
8. Marketing Science Institute
  - Project: Social Interactions and Social Media Marketing. USD 10, 250. (2014)
  - Project: Modelling "Multichannel" Customer Behavior. USD 7,500. (2010)

### **SELECTED WORKING PAPERS**

1. Time's Up! The Effects of Marketing Time Pressure on Sales and Social Engagement in Livestream Shopping" for publication consideration. (1<sup>st</sup> round review at *International Journal of Electronic Commerce*).
2. Spend Now, Save Later? Investigating the Relationship Between BNPL and Customer Savings. (Reject and Resubmit at *Production and Operation Management*).
3. Strategic Fashion Influencer Marketing: The Interplay Between Influencer-Generated Content Types and Influencer Tiers for Enhanced Customer Engagement. (1<sup>st</sup> round review at *Journal of Advertising Research*)
4. Clash of the Titans: Aggregators versus Critics, and the Winner is? (1<sup>st</sup> round review at the *Journal of Academic of Marketing Science*)

5. Tackling Cold Feet: Targeting Abandoned Shopping Carts for Minor, Major and Full Recoveries (Target Journal: *International Journal of Research in Marketing*).
6. “What is the worth of an Expert Rating? It Depends. (Target Journal: *Marketing Science*)
7. Sustainable Marketing: Trends, Insights, and Challenges. Working paper.

### **CONFERENCES**

1. Role of Reminder Email Campaigns in Effecting Different Levels of Abandoned Cart Recovery. Association of Marketing Theory & Practice Conference, Myrtle Beach, SC (2025).
2. Promoting Safe Cycling in Older Adults: Insights from the COM-B Model. International Social Marketing Conference, Canberra (2025).
3. Buy Now, Stay Later? Evaluating the Impact of Scarcity in Livestream Shopping Service Experiences. Global Marketing Conference, Hongkong, (2025).
4. Effects of BNPL on Online Customer Behaviour. ANZMAC, Hobart (2024).
5. Now or Never: Time Pressure in Livestream Shopping. INFORMS Marketing Science Conference, Sydney, (2024).
6. The Power of Words: Persuasion in Livestreaming. ANZMAC, Dunedin, (2023).
7. Value Co-creation and Service Exchange via Non-Fungible Token (NFT) in an Online Marketing Environment: A Unique Perspective through Service-Dominant (S-D) Logic.” Global Marketing Conference, Seoul, (2023).
8. INFORMS Marketing Science Conference. (2019-2016, 2014-2011, 2009).
  - Best paper award in Field Experiments and Causal Inferences in Marketing (2019).
9. American Marketing Association Winter/Educator Conference. (2019, 2016, 2015)
10. XIV Convegno annuale Società Italiana Marketing, Bergamo, Italy, 2017.
  - Best paper award.

### **HONORS AND AWARDS**

1. AMJ best overall paper for 2025 for “Battle of Influence: Analysing the Impact of Brand-Directed and Influencer-Directed Social Media Marketing on Customer Engagement and Purchase Behaviour” (2025)
2. Winner of Marketing Science Institute’s (MSI) research competition on “Social Interactions and Social Media Marketing” (2014).
3. Finalist for Best European Research Paper of the Year by CIONET (2014).
4. Winner of Marketing Science Institute/Wharton Customer Analytics Initiative’s (MSI/WCAI) grant on Modelling “Multichannel” Customer Behaviour. (2010).
5. Fellow, 46th AMA-Sheth Doctoral Consortium, Stillwater, OK. (2011).
6. Fellow, INFORMS Marketing Science Consortium, Houston, TX. (2011).

### **ACADEMIC SERVICES**

1. Undergraduate Marketing Program Manager. RMIT. (2023-2025).
2. Acting Undergraduate Marketing Program Manager. RMIT. (2022-2023).
3. Discipline Champion for Enterprise AI and Analytics Hub. RMIT (2022-Ongoing)
4. Credit Assessor for Postgraduate Marketing. RMIT. (2020 – 2022).
5. Panel member of ECDF Recruitment Recommendation Committee. RMIT. (2021).
6. Director of Bachelor’s Marketing Program. Aalto University. (2014-2017).
7. Reviewers for academic journals and conferences: *European Journal of Marketing*, *Journal of Promotion Management*, American Marketing Association’s Summer and Winter Conferences, *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Marketing*

Management, Journal of Business Research, Australasian Journal of Information Systems, MIS Quarterly, Information Systems Research Conference, Journal of Interactive Marketing.

### **TEACHING AND ACADEMIC SUPERVISION**

1. Current postgraduate teaching (RMIT): Advanced Digital Marketing (newly designed course)
2. Current HDR supervision
  - i. Ching Sophia Yiu. RMIT. Impact of Livestream Shopping on Online Shopping Behaviour. Principle Supervisor. Completed (2025).
  - ii. Peirong Ye. RMIT. Exploring the Dynamics of Influencer-Generated Content: Understanding How Content Disclosure Regulations, Format Type and Music Play a Role in Shaping Consumer Outcomes. Principle Supervisor. Second Milestone Completed (2025).
  - iii. Nghia Luu. RMIT. Social Media Marketing Activities on Brand Pages for Sustainable Consumption. Principle Supervisor. Commenced (Feb, 2025).
  - iv. Elham Mahdian. RMIT. How Ethical Consumption Could Make or Break Businesses: A Social Media Analysis of Boycotting Behaviours. Associate Supervisor. Second Milestone Completed (2024).
  - v. Areej Alghamdi. RMIT. Understanding the Impact of Impulse Buying Behaviour in the Mobile Context. Associate Supervisor. Second Milestone Completed (2025).
3. Past academic supervision
  - i. Mehran Kamali. University of Otago. Daily Crisis Shock Indicator: An Integrated Approach to Engineering Early Marketing Crisis Detection. External Examiner.
  - ii. My Le. RMIT. 2020. Antecedents of Green Purchase Intention in an Emerging Economy: A Comparison between Green and Non-green Consumers. Primary Supervisor.
  - iii. Parvathy B. IIM Bangalore. 2021. Under the Influence: Three Essays on How Social Influence Impacts Behaviour on Online Platforms. External Committee Member.
  - iv. Joel Järvinen. Jyväskylä University. 2016. The Use of Digital Analytics for Measuring and Optimizing Digital Marketing Performance. External Examiner.
4. Past postgraduate teaching (RMIT): Marketing Analytics (newly designed course)
5. Past teaching at other institutions
  - i. Postgraduate: Digital Marketing, Online Marketing Engineering
  - ii. Undergraduate: Principles of Marketing, Customer Relationship Management
  - iii. Doctoral: Seminar on Conceptual Foundation of Emerging Trends in Digital Marketing.
  - iv. Executive: Social Media Marketing, Framework and Background to Digital Marketing & Understanding Customer Behaviour in Digital Environment, Marketing Analytics.

### **MEDIA**

1. BNPL study published in the *Journal of Retailing* in 2024.
  - Media Appearances: ABC Radio with Sirine Demachkie, SkyNews with Cheng Lei, 6PR Radio in Perth with Russel Collett, 2SM's breakfast program with Ron Wilson.
  - Media Mentions: Conversation Article with more than 6500 views and picked by multiple media outlets (e.g., Nine News, InDaily, Evening Report NZ, The Mirage, Phyc.org, Over Sixty).
2. Social media study published in the *Information Systems Research* in 2013.
  - Media Mentions: TAMU Times, @Mays, Biz Inc, Yahoo!Canada, Yahoo!Finance India, Fox Business, IEEE Computer Society, NetIndia123.com, Newstrack India, The

Spectrum, Calcutta News, Albuquerque Express, Herald Globe, India4u.com, TruthDive, News Track India, Yahoo! India News, NewsroomAmerica, India Vision, News.SmasHits.com, Computing Now, Press News.org, Webindia123.com, Science Newslane, Phys.Org , Science Blog, e! Science News, Business News Daily, World News, Innovations Report, Noodles, High Text Verlag, Alpha Galileo (DE)

- Listed as “Highly Cited Paper” on Web of Science
3. Consumer health study published in the *Journal of Retailing* in 2016.
    - Media Mentions: ScienceDaily, Phys.Org

### **EXPERT OPINIONS**

1. Convergence: How Crypto Is Rewiring Finance for Everyday Australians. Coinspot Industry Report. (2025)
2. Insights from MSI - 2016 Issue 2, “Why Firms Should Invest in Social Media”, (25-Aug-2016).

### **COMPUTER AND LANGUAGE SKILLS**

1. Statistical Packages: MATLAB, SAS, STATA, SPSS, R
2. Database Tools: Oracle, MySQL, PL/SQL
3. Programming Languages: C, C++, JAVA, and Python
4. Cloud Services: Amazon Web Services
5. Languages: Hindi (mother tongue), English (proficient)