

SARAVANA JAIKUMAR

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Assistant Professor - Marketing
Indian Institute of Management Calcutta

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Academic Experience

Assistant Professor, Marketing: Indian Institute of Management Calcutta (May 2016 –ongoing)

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)

Publications

- 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)
- 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. 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*)
- 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)

- 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., 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. (2021). How household income and consumption are affected by lifestyle diseases in an emerging economy? *Health System and Policy Research*. (Available [here](#))
- 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., 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 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)
- 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. (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](#))

Cases

- Singh R., Jaikumar S. and Rao M. (2020). Switch On: Water Entrepreneurship Initiatives. Registered at IIM Calcutta 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](#))

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 (2021-22): Subsistence Marketplaces Journal - Information and Communication Technologies (ICTs) In Subsistence Marketplaces: Challenges and Solutions

Ongoing Research Work (In progress and Submitted)

1. Jaikumar, S., Chintagunta, P. and Sahay, A. Drug price control order in India: Pricing and policy implications. (*Marketing Science*: Second Round of Reviews Completed – Resubmit to Regular Issue, Working Paper – Available [here](#))
2. Sharma, Y. and Jaikumar, S. Metacognition and social intelligence in marketplace interactions of subsistence consumers. (*Journal of Consumer Marketing*: Third Revision Submitted)
3. Jaikumar, S., Dutta, S., Sreekumar, A. and Viswanathan, M. Rewards of entrepreneurship in emerging economy: A longitudinal study from India. (Working Paper – Available [here](#))
4. Viswanathan, M., Jaikumar, S., Sreekumar, A., Dutta, S and Duhachek, A. Enabling abstract thinking among subsistence consumers through marketplace literacy education.
5. Parthiban, R., Badra, S., Jaikumar, S. and Seetharaman, P. Social media schema and construal level. (Target: *Psychology and Marketing*)
6. Jaikumar, S. and Kumari, R. Effect of social capital on business income and failure in an emerging economy: Evidence from India. (Target: *Journal of Small Business Management*)
7. Jaikumar, S., Sharma, Y. and Silal, P. Role of technology in shaping consumer sentiments for the lower caste and economically deprived households in India. (*Journal of the Association of Information Systems*: Extended Abstract accepted)
8. Jaikumar, S., Sharma, Y. and Silal, P. Access to information and communication technology and health beliefs among women in an emerging economy: Evidence from India.
9. Jaikumar, S., Dutta, S., Sreekumar, A. and Viswanathan, M. Effects of Household Characteristics on Consumption and Entrepreneurship for Subsistence Consumer-Entrepreneurs: Evidence from India.
10. Jaikumar, S. Angelina or Brangelina? Indirect congruence in celebrity endorsements. (*Marketing Letters*: Final stages)
11. Jaikumar, S., Sarin, A. and Narayanan, P. Income inequality, subjective economic wellbeing and conspicuous consumption in an emerging economy. (Status: Final stages, Target: *Journal of Public Policy and Marketing*)

12. Effect of overlapping price ranges on price perception. Team: Jaikumar, S. and Sahay, A. (Status: Field study pending, Target: *Journal of Retailing*)
13. Jaikumar, S. and Sahay, A. Cultural influences on responses to surveys: A multi-cultural study. (Status: Analysis completed, Target: *Journal of Cross-Cultural Psychology*)
14. Jaikumar, S. and Singh, R. Role of self-identification with a cause and brand consciousness on the effect of brand-cause fit. (Status: Studies completed, Target: *Journal of Brand Management*)
15. Kumari, R. and Jaikumar, S. Relative economic position, income inequality and conspicuous consumption in an emerging economy. (Status: First draft completed)
16. Jaikumar, S. Effect of demonetization on consumption behavior in India. (Status: Data analysis – Consumer Pyramids dataset)
17. Jaikumar, S. and Sarin, A. Social capital and subjective economic well-being in India. (Status: Analysis completed)
18. Jaikumar, S., Sharma, D. and Hair, J.F. Statistical power in consumer research: Assessing the evidence on Theory of Planned Behavior. (Status: Retrospective power analysis completed)

International Conferences

- Jaikumar, S., Kumar, G.P. 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), Newcastle University, UK.
- Subsistence Marketplace Journal and Knowledge/Practice Portal Online Workshop Series - Subsistence Marketplaces Workshop for Special Issues, 2021. Loyola Marymount University, Los Angeles, Sep 5, 2021 (Leading the group on the special issue on ICT and development).
- **Track Chair:** Marketing and Management in Subsistence Marketplaces. Virtual Subsistence Marketplaces Conference, 2020. Loyola Marymount University, Los Angeles, May 31 – Jun 1.
- 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.
- 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 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, 2023, 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 (IN AIS), 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.

Research Awards and Grants

- Japanese Award for Outstanding Research on Development: USD 10,000 from Global Development Network (GDN), 2019. Team: Jaikumar, S. and Parthiban, R.
- 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.
- Greif Research Award, Greif Center for Entrepreneurial Studies, University of Southern California (2017 Marshall Awards Ceremony): Entrepreneurship and well-being: Subsistence marketplaces in India. Team: Jaikumar, S., Sreekumar, A., Dutta, S. and Viswanathan, M.
- IIM Calcutta – Category I Funding. Effects of pharmaceutical price regulation: Evidence from India. (2017-18). Team: Jaikumar, S., Chintagunta, P. and Sahay, A.
- IIM Calcutta – Category I Funding. Subsistence marketplaces: A field study on the role of social capital and human capital on income and consumption. (2017-18). Team: Jaikumar, S., Sreekumar A., Dutta, S. and Viswanathan, M.
- IIM Calcutta – Category I Funding. Display price and seller review volume in online marketplaces: behavioral and eye tracking investigation. (2016-17). Team: Jaikumar, S.

Academic Responsibilities

- Program Director: Advanced Program on AI Powered Marketing (Open, 2020-)
- Program Director: Executive Program on Digital and Social Media Marketing Strategy (Open, 2018-)
- Program Director: Executive Program on Sales and Marketing (Open, 2021-)
- Program Director: Executive Program on Global Business Management (Accenture, 2018-19)
- Program Director: Executive Program on Retail Management (Landmark, 2017-20)
- Program Director: Executive Program on Sales and Marketing (Abbott, 2018)

Batches: 2016-17, 17-18, 18-19,19-20 , 20-21 and 21-22

- Summer School: Research Methods – FP (2017,18 and 19)
- Consumer Behavior (MBA II elective, 2017-18, 4 sessions)
- Strategic Decision Making in International Business (MBA II elective, 2018-19 (2), 19-20 (1), 20-21(1), 21-22(1))

Academic Achievements and Honors

- 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)

Doctoral Students

- Ritika Sharma, Marketing Group, IIM Calcutta (TAC Co-Chair) - Spillover Effects from an Online Marketplace Brand to a Product Brand under Conditions of Distribution Exclusivity
- Gurugubelli Prasanna Kumar, Marketing Group, IIM Calcutta (TAC Co-Chair), Selling the Prospective Unsaleables: Essays evaluating the attractiveness of a promotion in Clearance sales
- Rishikesan Parthiban, MIS Group, IIM Calcutta (TAC Member – Graduated 2021, Joined SP Jain, Mumbai) - 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) - Studying the Role of E-Government in enabling Good Governance
- Eshan Bhatt, MIS Group, IIM Calcutta (TAC Member) - Managing Privacy and Disclosure through Digital Nudging
- Akash Krishnan, Economics Group, IIM Calcutta (TAC Member) - Work and Well-Being in the Sharing Economy: Evidence from India
- 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
- Yukti Sharma, PDRF, Marketing Group (Research Mentor): Joined Marketing at MDI Murshidabad

- Rashmi Kumari, Marketing, IIM Ahmedabad (TAC Member) - To Delay or Not to Delay: Comparing Cashbacks with Price Discounts
- Thesis External Examiner: Diptiman Banerjee (Marketing), Nivedita Bhanja (Marketing) and Vallurupalli Vamsi (MIS)

Other Teaching Experience

- Strategic Marketing (PGP – MBA Elective, IIM Bodhgaya, 2018-19)
- Design of Experiments (SPJIMR, FP Course, 2019)
- Consumer Behavior (EPGP, IIM Kozhikode, 2019)
- Business Research Methods – I Year MBA, 2014 (BK School of Business, Gujarat University)
- Management Science – I Year MBA, 2014 (BK School of Business, Gujarat University)
- Seminar on Research Methods at NR Institute of Business (Gujarat Law Society), December 2014
- Workshop on Research Methods - Ph.D Students, 2013 (BK School of Business, Gujarat University)
- Attended ISB's Doctoral Consortium on Teaching 2014

Professional Experience

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

Consultancy Projects

- Dr. Reddy's Laboratories, India: 2015
- Coca Cola – Europe (Brandscapes Worldwide): 2012

Ph.D. Thesis

Title: Impact of overlapping price ranges on psychological price perception

Committee: Prof. Arvind Sahay (Chair), IIM Ahmedabad

Prof. Rajiv Vaidyanathan, University of Minnesota Duluth, Director of Association for Consumer Research

Prof. Sanjeev Tripathi and Prof. Kirti Sharda, IIM Ahmedabad

Press Releases and Policy Mentions

(list of articles that cite or quote our research work)

- 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](#).
- Making Pharma sick: Govt’s price control could hit essential drug availability. Financial Express (9 April 2016). Available [here](#).
- Monster of price controls raises head. The Hindu Chronicle (4 June 2016). Available [here](#).