

Mukesh Kumar

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Academic Experience

IIM Amritsar

January 2018 - Present

Assistant Professor, IIM Amritsar
Area: Marketing & Communications

Course Title	Batch Size	Hours	Year/Term	Teaching Feedback
Business Communication – I	215	18.75	2021 (Term – I)	4.43/5
Business Communication - II	215	12.5	2021 (Term -II)	3.74/5
Negotiation and Conflict Resolutions	84	30	2021 (Term VI)	4.34/5
Negotiation & Conflict Resolutions	72	30	2020 (Term VI)	4.3/5
Advanced Managerial Communication	53	30	2019 (Term V)	4.37/5
Managerial Communication	152	30	2019 (Term I)	4.45/5

Administrative Responsibilities

- Chairperson, Public Relations (2018 onwards)
- Chairperson, Alumni Relations (2018 -19)
- Member, MBA Program (2020-21), Placements Committee (2020 - Present, MDP Committee (2019-20)
- Member, Internal Complaints Committee (2019-20)

IMT Nagpur

June 2017 – January 2018

Assistant Professor
Area Communications

Course Title	Batch Size	Hours	Year/Term	Teaching Score
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Managerial Communication	453 (Eight Sections)	30	2017-18	4.69/6
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IIM Raipur

2014-17

Assistant Professor
Area: Communications

Course Title	Batch Size	Hours	Year/Term	Teaching Score
Business Communication - I, II and III	120	30*3	2014-15 (Term I, II & III)	3.8/5
Business Communication - I, II and III	150	30*3	2015-16 (Term I, II & III)	4/5
Business Communication - I, II and III	180	30*3	2016-17 (Term I, II & III)	4.2/5

Administrative Responsibilities

- Chairperson, Corporate Communication (2015 – 2017)
- Chairperson, Students' Affairs (April-June, 2017)

Academic Background

Name of the Programme	College/University	Year of Passing	Percentage of Marks/Grades Obtained
PhD (Analysis of Interlingual Errors in Writing Samples of the Undergraduate Students in Bihar)	JNU, New Delhi	2014	Awarded
M.Phil (Mood in Business English)	JNU, New Delhi	2009	7.25/9
MA Linguistics	JNU, New Delhi	2006	7.4/9
B.Ed	LNMU, Bihar	2004	74%

(with English and History)			
BA (English Literature)	LNMU, Bihar	2002	57%

List of Published and Accepted Papers

1. Parsad, C., Prashar, S., Vijay, T. S., & **Kumar, M.** (2021). Do promotion and prevention focus influence impulse buying: The role of mood regulation, shopping values, and impulse buying tendency. *Journal of Retailing and Consumer Services*, 61, 102554.
2. Parashar, A., & **Kumar, M.** (2020). The Marginalized And Stigmatized Identity Of Dalits In India With Special Reference To Maharashtra And Tamil Dalit Autobiographies. 10(2020) 265–283
3. **Kumar, M.**, Parsad, C., Bamel, U. K., Prashar, S., & Parashar, A. (2019). Influence of pre-crisis reputation and COO on diminishing a product-harm crisis. *International Journal of Organizational Analysis*.
4. Parashar, A., & **Kumar, M.** (2019). Communicating the Quest for Sustainability: Ecofeminist Perspectives in Sarah Orne Jewett's 'A White Heron'. *Journal of Human Values*, 25(2), 101-112.
5. Parashar, A., **Kumar, M.**, & Saluja, V. (2019). Discovering India Through Imagery in Postcolonial Travel Writings. *Tourism Culture & Communication*, 19(2), 103-110.
6. **Kumar, M.**, Prashar, S., & Jana, R. K. (2019). Does international tourism spur international trade and output? Evidence from wavelet analysis. *Tourism economics*, 25(1), 22-33.
7. Parsad, C., Prashar, S., Vijay, T. S., & **Kumar, M.** (2018). In-Store Stimuli and Impulsive Buying Behaviour: modeling Through Regression Equation. *International Journal of Strategic Decision Sciences (IJSDS)*, 9(3), 95-112.
8. Parashar, A., **Kumar, M.**, & Saluja, V. (2017). An Essay on the Touristic Representations of India Presented in Three Postcolonial Travelogues. *Tourism Review International*, 21(4), 407-415.
9. **Kumar, M.**, Kalakbandi, V., Prashar, S., & Parashar, A. (2017). Overcoming the effect of low self-esteem on public speaking anxiety with mindfulness-based interventions. *Decision*, 44(4), 287-296.
10. Vijay, T. S., Prashar, S., Parsad, C., & **Kumar, M.** (2017). An Empirical Examination of the Influence of Information and Source Characteristics on Consumers' Adoption of Online Reviews. *Pacific Asia Journal of the Association for Information Systems*, 9(1), 5

List of Published Teaching Cases

1. Somany Ceramics: Recruitment Challenges – cleared by Ivey Publishing, Case Reference no - 9B18C025 (2018): Amitabh Kodwani, **Mukesh Kumar**, Sanjeev Prashar
2. Flipkart: Grappling with Product Returns – cleared by Ivey Publishing, Case Reference no - 9B18A045 (2018): Sanjeev Prashar, **Mukesh Kumar**, Amit Kumar Mukul
3. The War for Talent: Deloitte vs KPMG – cleared by Ivey Publishing, Case Reference no - 9B17C023 (2017); Sanjeev Prashar; Amitabh Deo Kodwani; **Mukesh Kumar**
4. When the tone of an email went wrong – cleared by Ivey Publishing, Case Reference no – 9B16C013 (2016); **Mukesh Kumar**; Archana Parashar; Sanjeev Prashar

5. Did I include adequate information in my business presentation? Presented at GSMC, IIM Raipur, cleared by ET Cases and Case Centre; Case Reference No. STFM-2-0024 (2016); Hareesh N Ramanathan; **Mukesh Kumar**; Sanjeev Prashar; Priyanka Gupta
6. Maggi in India: Failing the Quality Test - Cleared by Case Centre, Case Reference no. 516-001-1 (2016); Sanjeev Prashar; **Mukesh Kumar**; T Sai Vijay; Chandan Parsad; Anju Joshua; Saranya Panicker
7. Uber Fiasco: Is There A Way Out - Cleared by Case Centre, Case Reference no. 516-003-1 (2016); Sanjeev Prashar; **Mukesh Kumar**; Abhishek Banerjee; Nikhil Sahakari; Subham Chatterjee
8. Myntra's Transition from Multi-channel E-commerce to App only Sales Platform - Cleared by Case Centre, Case Reference no. 516-0018-1 (2016); **Mukesh Kumar**; Sanjeev Prashar; Sneha Kadam
9. To disclose or not to disclose – cleared by Case Centre, Case Reference no- 416-0053-1 (2016); **Mukesh Kumar**; Archana Parashar; Sanjeev Prashar
10. Madhya Pradesh: Destination Branding – cleared by Case Centre, Case Reference no. 516-0086-1 (2016); **Mukesh Kumar**, Sanjeev Prashar, Priyanka Gupta, Sana Ansari, Shubham Bawa
11. Flipkart's BigBillion Day: What Went Wrong? Cleared by Case Centre, Case Reference no. 115-011-1 (2015); Sanjeev Prashar; **Mukesh Kumar**
12. Buying Myntra: Flipkart's Gain - Cleared by Case Centre, Case Reference no. 315-095-1 (2015); Sanjeev Prashar; **Mukesh Kumar**
13. Air India: Undoing Service Failure - Cleared by Case Centre, Case Reference no. 515-071-1 (2015); **Mukesh Kumar**; Sanjeev Prashar
14. Stayzilla Takes on OYO Rooms: A Case of Competitive Advertising - Cleared by Case Centre, Case Reference no. 115-039-1 (2015); Sanjeev Prashar; **Mukesh Kumar**

Paper Presentation

1. A paper titled "A comparison of school curricula of English in CBSE and BSEB schools: with emphasis on writing skills" was presented at ASIA TEFL, 2012
2. A paper titled "Perceptual Difference of Modal verb CAN for speakers of American English and Indian English: Implications for Business Writing" was presented at ASIA TEFL 2012
3. A paper titled "The Law of Errors: Spelling Errors at the Undergraduate Level in Bihar", presented at 1st International Conference on ELT at Amity University Lucknow, 18-19 May 2013
4. A paper titled "National Convention on Ethics in Research on Human Subjects: Problems of Implementing International Norms and Guidelines in the Indian Context" at JNU New Delhi, 30-31 July 2013

Training and Consulting

1. Did a TEQIP assignment for NPIU (worth 2.4 million) on effectiveness of Management Capacity Enhancement Programs conducted under TEQIP-II.
2. Trained Faculty on effective communication during FDP conducted under TEQIP-II at IIM Raipur
3. Trained IOC channel partners on persuasion and negotiation under MDP program conducted at IIM Raipur on November 20, 2015 and December 11, 2015
4. Trained core and contractual employees of Google on Business English
5. A three day training on communication for BSF officers at BSF Academy, Gwalior in 2011
6. A two day training on communication for Army officers at IMA, Dehradun in 2011

7. A two day training on communication for the Army personnel at IMA, Dehradun in 2011
8. A two day training on communication for entry and mid-level employees of GAIL Jaipur & Noida in 2011

Awards and Achievements

Passed National Eligibility Test in Linguistics in 2006

Membership of Academic Society

Member of Asia TEFL,(ID IN591), an organization of many thousands for promotion of English language teaching in Asia.

Professional Enhancement Initiatives

1. Developed a short module on Influencing Decisions with Data
2. Basic Excel Training
3. Published articles on contemporary issues in Vyapar Expert
4. Auditing several courses on social science research and communication related themes on Coursera and Edx

Personal Dossier

Date of Birth : 31/ 12/ 1981
Passport Status : Valid until 2029
Language Proficiency : Maithili, Hindi, English