

SARAVANA JAIKUMAR

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

Applied Marketing Research (PGDBA elective course)

Feedback: 6.85/7

Marketing Research (MBAEx elective course)

Feedback: 6.64/7

Executive Education (select programs - for working professionals)

Program Director and Main Faculty: Advanced Program on AI Powered Marketing (2020-2023)

Program Director and Main Faculty: Advanced Program on AI for Leaders (2024-ongoing)

Customized (in-company) Training Programs on Digital Marketing, AI and Marketing Analytics

TATA AIA Instance, Niva Bupa, ITC India, Zee TV Dubai, Edelweiss Tokyo, Axis Bank

Management Development Programs: Digital Marketing for Business Growth, Artificial Intelligence and Machine Learning Applications in Marketing and Strategic Brand Management

Program Director and Main Faculty: Executive Program on Digital and Social Media Marketing Strategy (2018-ongoing)

Program Director and Main Faculty: Advanced Program on Digital Marketing Strategy, Dubai (2022-ongoing)

Program Director: Executive Program on Sales and Marketing (Open, 2021-ongoing)

Program Director: Executive Program on Global Business Management (Open, 2024-ongoing)

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](#))

Singh R., Jaikumar S. and Rao M. (2020). Switch On: Water Entrepreneurship Initiatives. Registered at IIM Calcutta Case Research Center.

Jaikumar S, (2024). Chowman: The Culinary Maestro from Kolkata. Marketing Case. Registered at IIM Calcutta Case Research Center.

Research Awards and Grants (select list)

Japanese Award for Outstanding Research on Development: USD 10,000 from Global Development Network (GDN), 2019. Team: Jaikumar, S. and Parthiban, R.

Smart Cities Mission: Impact of SCM on Tourism (2023-24). Research funded by Ministry of Housing and Urban Affairs, India

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.

Press Releases and Policy Mentions (select list)

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](#).

[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](#).

Academic Responsibilities

Chairperson Library and Computer Services Committee (2022-25) Responsible for Computer Center, network infrastructure, software and hardware procurement, and ERP implementation.

Marketing Group Coordinator (2020-22)

Committee Member (MBA, MBAEx, Finance Research and Trading Lab, NBFA, Placements, LDP, Social Informatics Research Group different terms over 8 years)

International Marketing Conference Organizing Committee Marcon 2016, IIM Calcutta

IIM Calcutta Stern NYU Marketing Conference 2022, Head Organizer

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 (2023): Subsistence Marketplaces Journal - Information and Communication Technologies (ICTs) In Subsistence Marketplaces: Challenges and Solutions

Professional Experience

Tata Consultancy Services, India, Confused.com, UK and GDS International, UK

Academic Achievements and Honors (select)

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

Domestic and International Conferences

International Conferences

Sarkar, BG and Jaikumar, S. (2024). Dribbling into the Digital Realm: Understanding Collecting Dynamics in the Era of Digital Collectible NFTs. *ACR Asia Pacific Conference 2024*, Bali Indonesia, July 2024.

Jaikumar, S., and Sarkar, BG. (2024). Oops Mercury did it again! Examining Consumer Behavior during Mercury Retrograde Phases. *EMAC Annual Conference 2024*, Bucharest, Romania, May 2024.

Sarkar, BG. And Jaikumar, S (2024). Digital slam dunk: understanding collecting dynamics and tensions for digital collectibles. *EMAC Annual Conference 2024*, Bucharest, Romania, May 2024.

Ghosh, S., Jaikumar, S. and Chakraborty, S. (2023). Who is your doctor and why? The role of information signaling in physician selection. *CHITA 2023 (Conference on Health and IT Analytics, 2023)*

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

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

Doctoral Students (current and past)

Thesis Advisor Chair: 4 marketing students (3 graduated)

Thesis Advisor Committee Member: 11 students (marketing, information systems and economics)

Thesis Committee Member: 2 students from IIM Ahmedabad (1 graduated), 1 student from NMIMS

Doctoral Students (current and past)

Bibek Guha Sarkar, Marketing Group, IIM Calcutta (TAC Chair - ongoing), Understanding the Concept of Superheroes.

Gurugubelli Prasanna Kumar, Marketing Group, IIM Calcutta (TAC Co-Chair Graduated 2022, Joined IIM Sambalpur), Selling the Prospective Unsaleables: Essays evaluating the attractiveness of a promotion in Clearance sales.

Ritika Sharma, Marketing Group, IIM Calcutta (TAC Co-Chair - Graduated in 2022), Spillover Effects from an Online Marketplace Brand to a Product Brand under Conditions of Distribution Exclusivity.

Saurabh Shinde, Marketing Group, IIM Calcutta (TAC Co-Chair Graduating in 2024), Essays on the dynamics of linguistic marketplaces.

Sarthak Mahapatra, Marketing Group, IIM Calcutta (TAC Member). Examining the concept of Dignity for Base of the Pyramid Consumers.

Rishikesan Parthiban, MIS Group, IIM Calcutta (TAC Member Graduated 2021, Joined IIM Trichy) - 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 Graduated 2021-22, Joined IIM Jammu) - Studying the Role of E-Government in enabling Good Governance.

Akash Krishnan, Economics Group, IIM Calcutta (TAC Member Graduated 2020-21, Joined Masters Union) - Work and Well-Being in the Sharing Economy: Evidence from India

Yukti Sharma, PDRF, Marketing Group (Research Mentor): Joined Marketing at Goa Institute of Management, Papers on Subsistence Marketplaces

Rohit Mattu, MIS Group, IIM Calcutta (TAC Member) Catalyzing Women Empowerment through ICT Innovations

Eshan Bhatt, MIS Group, IIM Calcutta (TAC Member) - Managing Privacy and Disclosure through Digital Nudging

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

Manimay Dev, MIS Group, IIM Calcutta (TAC Member). Studies on National Cybersecurity Maturity: Determinants and Impact Analysis

Mukul Kumar, MIS Group, IIM Calcutta (TAC Member). ICT for Gender Equality across Nations: A Global Study on Digital Drivers

Girish Upadhyay, Marketing, NMIMS (TAC Member). Does use of Metaverse accelerate product adoption An Exploratory Study

Rashmi Kumari, Marketing, IIM Ahmedabad (TAC Member Graduated 2020-21, Joined IIM Calcutta) - To Delay or Not to Delay: Comparing Cashbacks with Price Discounts

Athi Karthick, Marketing, IIM Ahmedabad (TAC Member). National Identity and Consumer Decisions