

Prof. (Dr.) Abhishek Kumar

PhD. Pondicherry University, MBA Bharathidasan Institute of Management Trichy, B.Sc. (Economics) Calcutta University, Associate Indian Institute of Advanced Study, Shimla

Summary of Research Output

- 2 books
 - 22 peer-reviewed publications
 - 30 articles in newspapers and magazines and
 - 10 occasions quoted by various national dailies on management education related issues
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Books

1. Managing Transformation - Research Insights for Business and Economy, (2016) Abhishek Kumar, Excel India Publishers, New Delhi. ISBN 978-93-85777-29-5
2. Three Dimensions of Successful Leadership (2012), Abhishek Kumar, Lambert Publishing, Germany. ISBN - 978-3-659-30712-6

Journal Articles

1. Kumar, A. (2020). The Profound Madness of a Photograph, Economic and Political Weekly (EPW). Vol. 55(8). Pp 60-61, Samekh Trust, Mumbai.
2. Kumar, A. (2019). Designer's Philosopher: Gaston Bachelard, Economic and Political Weekly. Vol. 54(47). Pp. 77-79, Sameeksha Trust, Mumbai.
3. Kumar, A. (2018). Water ATMs of Indian Railways: Causing a silent revolution, Vikalpa: The Journal for Decision Makers. Vol. 43(2). 106-114, Sage Publications, IIM Ahmedabad.
4. Kumar, A. (2018). Product as A Symbol: Reading its Cypher Script, International Journal of Business and Social Sciences. Vol. 5(4(1)). Pp. 123-130, CPI, USA
5. Kumar, A. and Kumar, R.V (2015). Creating a Business-Media Brand Personality Scale, International Journal of Business and Social Sciences. Vol. 6(4(1)). Pp. 50-61, CPI, USA
6. Kumar, A. and Kumar, R.V (2015). A Curious Case of Business-Media Brand Personality Scale, Management and Labour Studies. Vol. 40(1&2). Pp. 95-109, Sage Publications, XLRI Jamshedpur

7. Kumar, A. and Kumar, R.V (2014). Brand Personality Scales for Media: A Story in the Making, *The Business and Management Review*, Vol.5(1), pp. 14-19, Cambridge, UK
8. Kumar, A. (2014). *Marketing and Philosophy*. Shiksha Kshetre. Vol. 2(5). Pp. 15, ID Publishing, Jamshedpur, India
9. Kumar, A. (2014). A Conversation between Gora of Rabindranath Tagore and John Tanner of Man and Superman, *Asian Journal of English Studies*, Vol.3(4), 28-35, Forum for Innovation and Transformation, Pune.
10. Kumar, A. (2011). Sensationalization and Sextainment - Precepts for Success in Media and Entertainment Business, *International Journal of Business and Social Sciences*. Vol. 2(5). Pp. 232-236, CPI, USA
11. Kumar, A. (2011). Personality-Fit of a CEO in Family Businesses: Evolution of a Conceptual Framework for Leadership Effectiveness, *International Journal of Business and Social Sciences*. Vol. 2(2). Pp. 254-261, CPI, USA

Case Studies

1. Kumar, A and Sankaran, M. (2017). *Ramco Systems: Product Management*, Ivey Publishing. University of Western Ontario, London, Canada.
2. Kumar, A. (2012). *Ganges - A Temporary Institution*, European case Clearing House (ECCH). Paris, France.

Conference Proceedings

1. Kumar, A. (2011). The Telegraph goes Nude, *Indifed Chennai*. Pp20-21. Annamalai University, Chennai.
2. Kumar, A. and Kumar, R.V (2015). Business Media Brand Personality Scale, *Marketing in Emerging Economies*. Pp. 133-142, IIM Ahmedabad.
3. Kumar, A. and Kumar, R.V (2015). Developing a Business-Media Brand personality Scale, *American Marketing Association Summer Educator's Conference*. Pp. C19-C26, Chicago.
4. Kumar, A. (2016). Product Levels - A Philosophical-Marketing Reconstruction, *Marketing Reborn - Traditions, Trends Techniques*. Pp. 200-211. MICA Ahmedabad.
5. Kumar, A. (2016). Gora and John Tanner – A Foucauldian Reading, *Associateship Presentation*. IAS Shimla.
6. Kumar, A. (2018). Subject-object split, Cypher and Product, *World Congress of Philosophy*. Beijing, China.

7. Kumar, A. (2019). Heritage as Representational Space: Lefebvre Revisited, International Conference on Heritage Management Education and Practice: Ensuring Fair Access and Inclusion in Heritage Management. Pp-70-71, Ahmedabad University, Ahmedabad.

Newspaper and Magazine Publications

1. On Listening Skills – Education Plus, p 14, The Hindu, 2011
2. Of Newtons and Apples, A fortnightly column, The Telegraph in Schools, 2011-2014. Every article dealt with one quirky fact about their personality and one relatively unknown achievement of great personalities.
3. Nurturing juniors by being an Example- Excerpts from “The Story of My Experiments with Truth” BHEL Year Book, 2013, Bew Delhi

Quoted in The Economic Times/The Times of India/The Hindu

1. On revival of hiring by manufacturing companies, January 8, 2016
https://economictimes.indiatimes.com/articleshow/50490342.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
2. Five ways to give negative feedback gracefully
<http://bim.edu/indexnew/media-room/>
3. Five ways to deal with a boss with poor listening skill, April 1, 2016
<https://economictimes.indiatimes.com/jobs/five-ways-to-deal-with-a-boss-with-poor-listening-skill/articleshow/51640294.cms>
4. B Schools teach students to Speak, 25 September 2016
<http://bim.edu/indexnew/b-school-teach-students-to-speak/>
5. BIM Trichy conducts leadership training program, Being and Becoming a Leader, The Times of India, Aug 22, 2014 and The Hindu September 1, 2014
<http://bim.edu/indexnew/bim-trichys-leadership/>
<http://bim.edu/indexnew/leadership-development/>
6. B Schools think out of the syllabus, Get Innovative, November 26, 2013
<http://bim.edu/indexnew/b-schools-think-out-of-syllabus-get-innovative/>

7. This isn't fiction, Literature goes to B school and Teaching Classics – A Growing Trend, April 19, 2013

<http://bim.edu/indexnew/leadership-course-of-bim-gets-national-recognition/>

8. Execs get lessons from Indian ethos, March 2013

<http://bim.edu/indexnew/execs-get-lessons-from-indian-ethos/>

9. Politics New Classroom for B-Schools, March 24, 2012, The Hindu

<http://bim.edu/indexnew/politics-new-classroom-for-b-schools/>

10. Learning the ropes of leadership, April 9, 2012, The Hindu

<http://bim.edu/indexnew/learning-the-ropes-of-leadership/>