

## PIYUSH KUMAR

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### EDUCATION

Ph. D (Marketing) Purdue University  
P.G.D.M. (M.B.A.) Indian Institute of Management, Ahmedabad  
B. Tech (Mechanical) Indian Institute of Technology, Kanpur

### ACADEMIC EMPLOYMENT

2010-2011 Associate Professor of Marketing (Visiting) (Wharton School)  
Since 2005 Associate Professor of Marketing (University of Georgia)  
2001-2005 Assistant Professor of Marketing (Vanderbilt University)  
1996-2000 Assistant Professor of Marketing (Rice University)

### RESEARCH PUBLICATIONS

Kumar, Piyush, Manohar U. Kalwani, and Maqbool Dada, (1997), "The Impact of Waiting Time Guarantees on Customers' Waiting Experiences," Marketing Science, 16(4), 4-16 (**Lead Article**).

Kumar, Piyush (1999), "The Impact of Long-term Customer Relationships on the Performance of Business Service Firms," Journal of Service Research, 2(1), 4-15 (**Lead Article**). Winner of the *2000 Fedex Excellence in Service Research Award* for the best paper published in the journal.

Epstein, Marc, Piyush Kumar, and Robert A. Westbrook (2000), "The Drivers of Customer and Corporate Profitability: Modeling, Measuring, and Analyzing the Causal Relationships," Advances in Management Accounting, 9, 43-72.

Kumar, Piyush, (2002) "The Impact of Performance, Competitive, and Cost Considerations on the Relationship between Satisfaction and Repurchase Intent in Business Markets," Journal of Service Research, 5, 55-68.

Krishnamurthy, Parthasarathy and Piyush Kumar (2002), "Self-Other Discrepancies in Waiting Time Decisions," Organizational Behavior and Human Decision Processes, 87, 207-226. (**Lead Article**).

Hoffman, Donna, **Piyush Kumar and** Novak, Thomas, "How Processing Modes Influence Consumers' Cognitive Representations of Product Perceptions formed from Similarity Judgments," Advances in Consumer Research, 2003, Vol. 30 Issue 1, p177-178.

Kumar, Piyush, (2004), "The Impact of Social Comparison on Inaction Inertia" Organizational Behavior and Human Decision Processes, 95 (2), 175-185.

Kumar, Piyush, (2005), "The Competitive Impact of Service Process Improvement: Examining Customers' Waiting Experience in Retail Markets," Journal of Retailing, 81(3), 171-180(**Lead Article**).

Kumar, Piyush (2005), "The Impact of Co-branding on Customer Evaluation of Brand Counter-extensions," Journal of Marketing, 69 (3), 1-18 (**Lead Article**).

Kumar, Piyush, (2005), "Brand Counter-extensions: The Impact of Extension Success versus Failure," Journal of Marketing Research, May, 178-191.

Grullon, Gustavo, George Kanatas, and Piyush Kumar (2006), "The Impact of Capital Structure on Advertising Competition," the Journal of Business, 79(6), 3101-3126.

Kumar, Piyush, and Partha Krishnamurthy (2007) "The Impact of Anticipated Congestion on Waiting Time Decisions," Journal of Service Research, 10(3), 282-292.

Kumar, Piyush, and Mayukh Dass (2011), "The Impact of Economic and Social Orientation on Trust within Teams," Journal of Business and Economics Research, 9(2), 1-16, (**Lead Article**).

Kumar, Piyush and Mayukh Dass, and Shyam Kapur (2011), "An Agent-based System for Analyzing Microblog Dynamics," International Journal of Computational Intelligence Research, 7(2), 143-158.

Kumar, Piyush and Mayukh Dass (2011), "Exploring Satisfaction in Business-to-Business Services: A Path-Analytic Approach," Service Business: An International Journal, 5, 13-27.

Contractor, Sunil, Piyush Kumar, and Thomas W. Leigh (2012) "The Impact of Governance Mechanisms on Escalation of Commitment," International Journal of Innovation Management, 16(4), 1-21.

Kumar, Piyush, Mayukh Dass, (2012), "Category Vulnerability to Product Assortments," International Journal of Retail and Distribution Management, 40(1), 64-81

Kumar, Piyush, Mayukh Dass, and Plamen Peev (2012), "Brand Vulnerability to Product Assortments and Prices," Journal of Marketing Management, 29(7-8), 735-754, (**Lead article**).

Dass, Mayukh and Piyush Kumar (2013), "Assessing Brand Vulnerability across Product Assortments," Journal of Brand Management, 19(9), 801-814.

Contractor, Sunil, and Piyush Kumar (2014) "The Effects of Personal Agency on Regret," Journal of Behavioral Decision Making, 26 (3), 304-315.

Dass, Mayukh, Chiranjeep Kohli, Piyush Kumar, and Sunil Thomas (2014), "Why do Customers Like Some Slogans More Than Others," Journal of Business Research, 67(12), 2504-2511 (*cited in the Washington Post*).

Kumar, Piyush, Mayukh Dass and Omer Topaloglu (2014), "Understanding The Drivers of Employee Satisfaction in Services: Learning from "Lost Employees," Journal of Service Research, 17(4), 367-380 (**Lead Article**).

Kumar, Piyush, Mayukh Dass, and Shivina Kumar (2015), "From Competitive Advantage to Nodal Advantage: Ecosystem Structure and the New Five Forces that Affect Prosperity," Business Horizons, 58 (4), 469-481.

Kyung-Ah Byun, Mayukh Dass, and Piyush Kumar (2016), "An Examination of Innovative Consumers' Playfulness on Their Pre-ordering Behavior," Journal of Consumer Marketing.

## **BOOK**

Kumar, Piyush and Kunal Gupta, **Decision Equity: The Ultimate Metric to Connect Marketing Action to Profits**, Business Expert Press, New York, NY (2011).

<http://www.busessexpertpress.com/books/decision-equity-ultimate-metric-connect-marketing-actions-profits>

## **BUSINESS CASES**

**State Bank of India: SMS "Unhappy"** (HBS case number ISB001-PDF-ENG)

**State Bank of India: Kohinoor Banjara Branch** (HBS case number ISB003-PDF-ENG)

**Sewells Auto Group** (HBS case number ISB0064-PDF-ENG)

## **AWARDS AND HONORS**

### **•Fedex Excellence in Service Research Award**

Awarded for the best paper published in the *Journal of Service Research* (2000).

### **•Best Reviewer Award**

*Journal of Service Research* (2005).

### **• MBA Professor of the Year Award**

University of Georgia

Winner 2006, 2009 (not eligible in post-win years)

Finalist (2008)

### **•Dean's Teaching Award,**

Owen Graduate School of Management, Vanderbilt University (2003)

•**MBA Teacher of the Year**

Owen Graduate School of Management, Vanderbilt University, (Runner-up: 2003, 2004,2005).

•**Executive-MBA Teacher of the Year**

Owen Graduate School of Management, Vanderbilt University (Runner-up, 2003, 2004).

•**Best Professor Award (Electives)**

Jones Graduate School of Management, Rice University (1998).

•**Outstanding Professor (*Businessweek*)**

Listed as an outstanding professor in the 1998 profile of the Jones Business School.

• **Best Graduate Instructor Award**

Krannert Graduate School of Management (1995).

•**Business Marketing Doctoral Support Award**

Institute for the Study of Business Markets (ISBM), The Pennsylvania State University (1995).

Nominated Business Marketing Fellow of ISBM (1995).

**GRANTS RECEIVED AND SPONSORED RESEARCH**

Institute for the Study of Business Markets

Marketing Science Institute

H-E-B Foods

Fellowship, Purdue Research Foundation

**PRESS**

NPR Radio (Marketplace), Washington Post, NBC Television, CBS MarketWatch, Fox News, NPR Radio, Oakland Tribune, The Tennessean, Little Rock Democrat Gazette, Commercial Appeal, Knoxville News Sentinel.

**CONFERENCE PRESENTATIONS**

“Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes,” 2014 *Academy of Marketing Science Conference*, (with Mark Mayer and Plamen Peev)

“Does Sexual Humor Work on Mars, But Not on Venus? ” 2014 *Academy of Marketing Science Conference* (with Mark Mayer and Hye Jin Yoon)

“Brand Vulnerability to Product Assortments,” 2013 *Marketing Science Conference*, at Istanbul.

"Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising by Gendered Brands," 2012 *Winter American Marketing Association Conference* (with Mark Mayer and Hye Jin Yoon)

"Need for Cognition and Humor Revisited: Why "This is Funny" Doesn't Always Mean

"I Like This," 2009 *Winter American Marketing Association Conference* (with Mark Mayer and Plamen Peev).

"The Dynamics of the Microblogging Response to New Product Introduction," 2010 *Marketing Science Conference*, at Koln.

"The Evolution of a Service Market: From Birth through Maturity," 2010 *Marketing Science Conference*, at Koln.

"Investigating the Microblogging Response to New Product introduction," 2010 *Frontiers in Services Conference*, Sweden.

"The Strategic Advantage of Brand Width," invited presentation at the *Brand Forum* hosted by the *Hong Kong Polytechnic University*, Hong Kong.

"Social Comparison and the Post-purchase Paradox," presented at the 2006 *Annual Frontiers in Services Conference* at the University of Queensland.

"Meaningless Differentiation and Purchase Incidence," presented at a special session on brand alliances at the 2005 *Association for Consumer Research-Asia Pacific Conference*, Sydney.

"Consumer Evaluation of Brand Counter-extensions," presented at a special session on brand alliances at the 2005 *Association for Consumer Research Conference*, San Antonio.

"Consumer Evaluation of Brand Counter-extensions," presented at the 2005 *Marketing Science Conference*, at Atlanta.

"Comparative Influences on Purchase Incidence," presented at the 2004 *Marketing Science Conference*, at Rotterdam, The Netherlands.

"Network Effects and Waiting Time Decisions," presented at the 2003 *Annual Frontiers in Services Conference* at the University of Maryland.

"Financing Decisions and Advertising: An Empirical Study of Capital Structure and Product Market Competition," (2002) invited presentation at the Bauer College of Business, *University of Houston* (with George Kanatas and Gustavo Grullon).

“How Processing Modes Influence Consumers’ Cognitive Representations of Product Perceptions Formed From Similarity Judgments,” presented at the 2002 *Association for Consumer Research Conference* in Atlanta (with Donna Hoffman and Tom Novak).

“Financing Decisions and Advertising: An Empirical Study of Capital Structure and Product Market Competition,” presented at the 2001 *Marketing Science Conference*, at Weisbaden, Germany (with George Kanatas and Gustavo Grullon).

“The Drivers of Customer and Corporate Profitability: Modeling, Measuring, and Analyzing the Causal Relationships,” presented at the 2001 *Annual Frontiers in Services Conference* at the University of Maryland.

“Customer-based Tradeoffs in Retail Service Operations,” presented at the 2000 *Annual Frontiers in Services Conference* at Vanderbilt University.

“Customer-based Competitive Leverage from Retail Operations,” presented at the 2000 *Marketing Science Conference* in Los Angeles.

“Network Effects in Waiting Time Decisions: A Self-Other Perspective,” presented at the 1999 *Annual Frontiers in Services Conference* at Vanderbilt University.

“Customer-based Tradeoffs in Service Facility Design,” paper presented at the 1998 *Fall Meeting of INFORMS* at Seattle and the 1999 *Marketing Science* conference in Syracuse (with Maqbool Dada).

“The Impact of Long-term Client Relationships on the Performance of Business Service Firms,” presented at the 1998 *Annual Frontiers in Services Conference* at Vanderbilt University.

“An Empirical Investigation into the Determinants of Customer Satisfaction and Repurchase Intent in Business-to-Business Markets,” presented at the 1997 *Marketing Science Conference* in Berkeley (with Manohar U. Kalwani).

“The Impact of Waiting Time Guarantees on Customers’ Waiting Experiences,” presented at the 1997 *Annual Frontiers in Services Conference* at Vanderbilt University (with Manohar U. Kalwani and Maqbool Dada).

“An Investigation into the Impact of Waiting Time Guarantees on Customer Satisfaction,” presented at the 1994 *Marketing Science Conference* in Tucson (with Manohar U. Kalwani and Maqbool Dada).

“An Investigation into the Formation of Reference Prices,” presented at the 1993 *Marketing Science Conference* in St. Louis (with Manohar U. Kalwani and Daniel S. Putler).

## **OTHER PRESENTATIONS**

“Decision Equity” address at the *Linkage Strategies 2012* Conference.

“Avoiding the Customer Equity Trap: Is it Time for a Regime Change?” keynote address at the *Linkage Strategies 2008* Conference.

“The Balanced Brand: Managing Brand Offense and Defense,” presented at the *Zyman Institute for Brand Sciences, Emory University*.

“Branding,” National Convention of the *Religion Communicators’ Council*.

“Value-based Thinking” at the Annual Conference of the *Securities Industries Association*, Savannah.

“Total Customer Value,” Keynote Address at the Annual Marketing Summit, *Louisiana Pacific*.

“The Impact of the Internet on Human Resources and Organizational Practices,” to the *Association of Organizational Development Professionals*, Houston.

“Strategic Service Management,” to the *Wholesale Florists Association*, Nashville.

“Service Systems in the Airline Industry,” at the Annual Safety Conference of the *Delta Airline Pilots Association*, Orlando.

“Consumer-Privacy: Who We Are or What We Do?” *Cal-Turner Program on Moral Leadership in Business*, Vanderbilt University.

## **CORPORATE PROJECT SUPERVISION**

Pharmerica

Merck

TNS Worldwide

Altria

Coca Cola

### Consulting / Custom corporate programs

Bridgestone Firestone

AGCO

Bristol Myers Squibb

BMC Software

Marathon Oil

Anderson Greenwood (Tyco group)

ICICI Lombard, India

ITC, India

Tennessee Valley Authority

Delta Airlines Pilot Association

Securities Industry Association  
Wholesale Florists Association  
Filter Manufacturers Council  
Indian Railways

5) Executive programs

The Rice Program for Managers  
Strategic Service Management  
Service Management in the New Economy  
Strategic Marketing  
Vanderbilt Biotech Program  
University of Sao Paulo EMBA program (Service Strategies)

**SERVICE**

•Editorial Review Board: *Journal of Marketing, Journal of Service Research, Service Business: An International Journal, Journal of Organizational Computing and Electronic Commerce (special issue)*

**CORPORATE EXPERIENCE**

*Product Manager (Chocolates):* Cadbury India Limited, a leading chocolate marketer.

*Product Executive (Soft Luggage):* Blow Plast Limited, India.

*Assistant Engineer (Oilfield Equipment Marketing):* Larsen and Toubro Limited, one of the largest engineering conglomerates in India.