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RASHMI KUMARI

Indian Institute of Management Calcutta, West Bengal, India, 700104

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ACADEMIC EXPERIENCE

Assistant Professor, Marketing, Indian Institute of Management Calcutta (May 9, 2022 - ongoing)

Assistant Professor, Marketing, Indian Institute of Management Amritsar (Oct 7, 2021 - May 5, 2022)

Lecturer, Marketing, Indian Institute of Management Amritsar (Sep 1, 2021 - Oct 6, 2021)

EDUCATION

Indian Institute of Management Ahmedabad

PhD in Marketing, Oct 2021 (Degree conferred on April 13, 2022)

Overall GPA: 3.50/4.33

National Institute of Technology Jamshedpur

B. Tech in Production and Industrial Engineering, May 2014

Overall GPA: 9.10/10

RESEARCH INTERESTS

Retail Promotions, Public Policy and Emerging Economies, and Advertising

PUBLISHED MANUSCRIPTS

1. **Kumari, Rashmi**, Aruna Tatavarthy, and Arvind Sahay, "Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumers Choice," published at *Journal of Retailing & Consumer Services* (ABDC-A)
 - Accepted for presentation at European Marketing Academy (EMAC) Conference, Budapest, Hungary, May 2022
 - Presented at International Conference on Management of MSMEs (ICMM), Online (IIM Amritsar, India), January 2022
 - Presented at International Society for Markets & Development (ISMD), Online (IIM Trichy, India), December 2021
 - Presented at European Marketing Academy (EMAC) Doctoral Colloquium, Online (Madrid, Spain), May 2021
 - Awarded Raj Sethuraman NASMEI Research Grant 2020
 - Presented at NASMEI International Marketing Conference, Online (Great Lakes, India), December 2020 (Video available [here](#))

MANUSCRIPT INVITED FOR REVISION & RESUBMISSION (AVAILABLE UPON REQUEST)

2. **Kumari, Rashmi**, Aruna Tatavarthy, and Arvind Sahay, “Cashbacks ‘In the nick of time’: Consumers’ Sensitivity to Promotion Delays and Impact on Price-Promotions,” invited for revision and resubmission(second round) at *Journal of Consumer Marketing* (ABDC-A)
 - Received Best Paper Award at International Conference on Management of MSMEs (ICMM), Online (IIM Amritsar, India), January 2022
 - Presented at International Conference on Management of MSMEs (ICMM) Markets, Online (IIM Amritsar, India), January 2022
 - Presentation at NASMEI International Marketing Conference, Online (Great Lakes, India), December 2021

MANUSCRIPTS TO BE SUBMITTED SHORTLY

3. Jaikumar, Saravana, Ankur Sarin, Priya Narayanan, and **Rashmi Kumari**, “Income inequality, subjective economic wellbeing and conspicuous consumption in an emerging economy,” in preparation for submission to *Journal of Public Policy and Marketing* (ABDC-A)
4. **Kumari, Rashmi**, and Saravana Jaikumar, “Relative Economic Position, Income Inequality, and Conspicuous Consumption in an Emerging Economy,” in preparation for submission to *Journal of Consumer Affairs* (ABDC-A)
 - Poster presented at Asia Pacific Association for Consumer Research (ACR) Conference, Ahmedabad, India, January 2019
5. Jaikumar, Saravana and **Rashmi Kumari**, “Uncovering small family businesses ‘success’ or ‘failure’ in an emerging economy: the unsuspected role of social capital,” in preparation for submission to *Small Business Economics* (ABDC-A)
 - Presented at Chicago Booth-India Quantitative Marketing conference, Indian Institute of Management Udaipur, India, December 2022
 - Presented at International Conference on Management of MSMEs (ICMM), Online (IIM Amritsar, India), January 2022
 - Presented at International Society for Markets & Development (ISMD), Online (IIM Trichy, India), December 2021
 - Presented at Asia Pacific Association for Consumer Research (ACR) Doctoral Consortium, Ahmedabad, India, January 2019
 - Presented at Emerging Markets Conference Board (EMCB), IMT Ghaziabad, January 2019
6. **Kumari, Rashmi**, “Free-Gift or Discount: Impact of the Level of Price-Discount and Variety Seeking Tendency on Consumer Choice,” in preparation for submission to *Journal of Retailing & Consumer Services* (ABDC-A)

7. **Kumari, Rashmi**, Chinmay Tumbe, and Shashank Velpucharla, “The Advertising Business of India, 1918-1960,” in preparation for submission to *Journal of Historical Research in Marketing* (ABDC-B)
 - World Economic History Congress (WEHC) Travel Grant Award 2018
 - Presented at the World Economic History Congress (WEHC), Boston, August 2018
 - Oral history transcript of Chitra Publicity (one of the first outdoor advertising service providers of India) published in the IIM Ahmedabad Archives

ADDITIONAL RESEARCH PROJECTS

8. Saravana Jaikumar, Niladri Syam, **Rashmi Kumari**, “Effect of Household New Economic Activity on Consumer Sentiments: Evidence from an Emerging Economy,” Status: Data Preparation
9. **Rashmi Kumari**, and Biswajita Parida, “Oh, this tip will buy them an ice-cream! I must give a tip: Impact of tip presentation on tipping behavior,” Status: Preliminary Data Collection
10. **Rashmi Kumari**, Aruna Tatavarthy, and Sanjeev Tripathi, “Gift Menu Composition and Impact on Consumers’ Judgments,” Status: Idea Brainstorming Collection
11. **Rashmi Kumari**, “I am Getting Something Extra! Does Cashbacks feel like a gain?,” Status: Idea Brainstorming
12. **Rashmi Kumari**, “Social Capital and Conspicuous Consumption in Emerging Economy,” Status: Idea Brainstorming
13. “The Effect of Advertising on Trust: Evidence from an Agricultural Advisory Service in Gujarat,” with Shawn Cole (Harvard University), Grady Killen and Shehzala; Status: IRB approval received but field experiment on hold due to COVID
 - Funded by Jameel Poverty Action Lab (J-PAL)

CONFERENCE & COLLOQUIUM PRESENTATIONS (*DENOTES PRESENTER)

- Jaikumar, Saravana, and **Rashmi Kumari*** (2022), “Uncovering small family businesses ‘success’ or ‘failure’ in an emerging economy: the unsuspected role of social capital,” Paper Presented at Chicago Booth-India Quantitative Marketing Conference, IIM Udaipur, December 2022
- Kumari, Rashmi**, Aruna Tatavarthy, and Arvind Sahay (2022), “Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumers Choice,” Accepted for presentation at European Marketing Academy (EMAC) Conference, Budapest, Hungary, May 2022
- Kumari, Rashmi***, Aruna Tatavarthy, and Arvind Sahay (2022), “Cashbacks ‘In the nick of time’: Consumers’ Sensitivity to Promotion Delays and Impact on Price-Promotion,” Paper Presented at International Conference on Management of MSMEs (ICMM), Online (IIM Amritsar, India), January 2022
- Jaikumar, Saravana, and **Rashmi Kumari*** (2022), “Uncovering the secrets of small family businesses in a developing economy: the unsuspected role of social capital and household income

interactions,” Paper Presented at International Conference on Management of MSMEs (ICMM), Online (IIM Amritsar, India), January 2022

Kumari, Rashmi*, Aruna Tatavarthy, and Arvind Sahay (2022), “Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumers Choice,” Paper Presented at International Conference on Management of MSMEs (ICMM), Online (IIM Amritsar, India), January 2022

Kumari, Rashmi*, Aruna Tatavarthy, and Arvind Sahay (2021), “Cashbacks ‘In the nick of time’: Consumers’ Sensitivity to Promotion Delays and Impact on Price-Promotion,” Paper Presented at North American Society of Marketing Education in India (NASMEI) International Marketing Conference, Online (Great Lakes, India), December 2021

Jaikumar, Saravana, and **Rashmi Kumari*** (2021), “Uncovering the secrets of small family businesses in a developing economy: the unsuspected role of social capital and household income interactions,” Paper Presented at International Society for Markets & Development (ISMD), Online (IIM Trichy, India), December 2021

Kumari, Rashmi*, Aruna Tatavarthy, and Arvind Sahay (2021), “Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumers Choice,” Paper Presented at International Society for Markets & Development (ISMD), Online (IIM Trichy, India), December 2021

Kumari, Rashmi*, Aruna Tatavarthy, and Arvind Sahay (2021), “Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumers Choice,” Paper Presented at European Marketing Academy (EMAC) Doctoral Colloquium, Online (Madrid, Spain), May 2021

Kumari, Rashmi*, Aruna Tatavarthy, and Arvind Sahay (2020), “Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumers Choice,” Paper Presented at North American Society of Marketing Education in India (NASMEI) International Marketing Conference, Online (Great Lakes, India), December 2020

Kumari, Rashmi*, and Saravana Jaikumar (2019), “Relative Economic Position, Income Inequality, and Conspicuous Consumption in an Emerging Economy,” Poster presented at Asia Pacific Association for Consumer Research (ACR) Conference, IIM Ahmedabad, India, January 2019 (Short abstract available [here](#))

Jaikumar, Saravana, and **Rashmi Kumari*** (2019), “Effect of Social Capital on Business Income and Failure in an Emerging Economy: Evidence from India,” Paper presented at Asia Pacific Association for Consumer Research (ACR) Doctoral Consortium, IIM Ahmedabad, India, January 2019

Jaikumar, Saravana, and **Rashmi Kumari*** (2019), “Effect of Social Capital Dimensions on Business Performance: Evidence from an Emerging Economy,” Paper presented at Emerging Markets Conference Board (EMCB), IMT Ghaziabad, India, January 2019

Kumari, Rashmi*, Chinmay Tumbe, and Shashank Velpucharla (2018), “The Advertising Business of India, 1918-1960,” Paper presented at World Economic History Congress (WEHC), Boston, USA, August 2018

Sharma, Supriya, **Rashmi Kumari**, and Garima Khemani (2016), “Playing by the Rules and Challenging Them: Women Doing Gender and Entrepreneurship,” Accepted for paper presentation at Indian Academy of Management (INDAM) Conference, IIM Indore, India,

December 2017

Sharma, Supriya*, **Rashmi Kumari**, and Garima Khemani (2016), “Playing by the Rules and Challenging Them: Women Doing Gender and Entrepreneurship,” Paper presented at Pan IIM World Management Conference (WMC), IIM Ahmedabad, India, December 2016

CONSULTING EXPERIENCE

Pricing and Promotion Strategy, Prakash Retailers Limited, India, May 2019 to March 2020 (with Arvind Sahay and Aruna Tatavarthy)

- Developed schema for consumer centric data architecture
- Evaluated gift portfolio and promotion effectiveness
- Recommended ways to improve customer footfalls post COVID lockdown

Developing LPG Distributor Commission Structure, Public Sector Undertaking (PSU) Oil Marketing Companies (OMC), September 2017 to January 2018 (with Piyush Kumar Sinha, and N Ravichandran)

Adoption of Mobile-health Interventions among Community Health Workers, Gujarat State Network of People Living with HIV/AIDS, December 2017 to March 2018 (with Rajesh Chandwani)

TEACHING EXPERIENCE

Instructor, Indian Institute of Management Calcutta

- Marketing Management I, First Year MBA Core Course (20 sessions, 80 students), June 2022 to September 2022
- Marketing Management II, First Year MBA Core Course (20 sessions, 162 students), September 2022 to November 2022
- Advanced Programme for Marketing Professionals (APMP), Batch 13, Long Duration Program (3 sessions)
- Education Leaders' Programme (EdLEAP), Batch 2, Long Duration Program (2 sessions)
- Executive Programme in Sales and Marketing (EPSM), Batch 15, Long Duration Program (3 sessions)
- Women's Leadership Program, Batch 6, Long Duration Program (2 sessions)

Instructor, Indian Institute of Management Amritsar

- Business Research Methods, First Year MBA Core Course (40 sessions, 115 students), January 2022 to March 2022

ACADEMIC RESPONSIBILITIES

Program Director, Executive Programme in Sales and Marketing (EPSM), Batch 16-18 (2023-)

DOCTORAL STUDENTS

TAC Member: Bibek Guha Sarkar, Marketing Group, IIM Calcutta, Thesis Title: “Superhero-brand associations and their implications on consumer behaviour”

TEACHING INTERESTS

My teaching interests broadly include, but are not limited to, the following. I am also open to teaching other courses, as and when required.

MBA Courses

- Marketing and Retail Analytics (Elective)
- Pricing and Promotion Analytics (Elective)
- Introduction to Social Media Analytics in R (Elective)
- Advertising and Marketing Communications (Elective)
- Marketing Management (Core)
- Business Research Methods (Core)

Doctoral Seminar Courses

- Seminar in Advertising and Marketing Communications (Elective)
- Seminar in Pricing and Promotions (Elective)
- Applications of Public Policy in Emerging Economies (Elective)
- Experimental Methods in Marketing (Core)

DISSERTATION

Title: Essays on Consumers' Responses to Retail Promotions

Committee: Arvind Sahay (Chair), Aruna Tatavarthy, Saravana Jaikumar, and Akshaya Vijayalakshmi

GRANTS AND AWARDS

Raj Sethuraman NASMEI Research Grant Award 2020

World Economic History Congress Travel Grant Award 2018

PROFESSIONAL MEMBERSHIP

Association for Consumer Research (ACR), 2019

PROFESSIONAL SERVICE

Reviewer and Volunteer for Indian Institute of Ahmedabad Doctoral Summer School, 2018

Reviewer and Volunteer for Asia Pacific ACR Conference, 2019

SELECTED DOCTORAL COURSES

Marketing and Psychology

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|--|---|
| • Psychology | Kirti Sharda |
| • Marketing Strategy | Dheeraj Sharma |
| • Behavioral Science Applications in Marketing | Soumya Mukhopadhyay, Piyush Sinha,
Anand Jaiswal |
| • Theory of Brand and Branding | Abraham Koshy |
| • Neuroscience and Behavioral Theories | Arvind Sahay, Aruna Tatavarthy |

- Managing Omni Retail
- Marketing Theory and Contemporary Issues

Piyush Sinha, Nitin Sanghavi
Arvind Sahay, Soumya Mukhopadhyay

Methodology

- Seminar in Experimental Methods in Marketing Sanjeev Tripathi
- Seminar on Quantitative Models in Marketing Arindam Banerjee, Soumya Mukhopadhyay
- Mathematical Foundations of Quantitative Marketing Arnab Laha
- Qualitative Methods in Human Resource Management Rajesh Chandwani, Samah Shaffakat
- Statistics Karthik Sriram
- Econometrics (Audit) Sanket Mohapatra, Abhiman Das
- Causal Inference in Social Policy Research (Audit) Ankur Sarin, Ambrish Dongre

INDUSTRY EXPERIENCE

Business Analyst, EXL Services (Inductis), January 2016 to June 2016

- Assisted US Fortune 100 banking client in delivering positive customer experience across Credit, Debit, and Cobranded cards portfolio
- Accountable for formulating strategies to capture fraud rings

Business Development Assistant Manager, Diptab Ventures Pvt. Ltd., May 2015 to July 2015

- Accountable for developing and strengthening client relationships

Trainee Decision Scientist, Mu Sigma Business Solutions Pvt. Ltd., Bengaluru, June 2014 to May 2015

- Assisted USA's second-largest retailer in solving merchandising and assortment issues
- Helped USA's leading pharmaceutical company in managing its patent drug's marketing programs

TECHNICAL SKILLS

MS Excel, R, SAS, SPSS, LATEX, Tableau, ATLAS.ti

TRAINING CERTIFICATE

Human Subjects Training Certificate (Social Behavioral Educational Basic), October 2019 to October 2020

REFERENCES

Arvind Sahay

Prof. MN Vora Chair of Marketing and Entrepreneurship
Indian Institute of Management Ahmedabad
asahay@iima.ac.in
+91-079-7152 4896

Saravana Jaikumar

Assistant Professor of Marketing
Indian Institute of Management Calcutta
saravana@iimcal.ac.in
+91-033-2467 8300

Aruna Tatavarthy

Assistant Professor of Marketing
Indian Institute of Management Nagpur
aruna@iimnagpur.ac.in
+91-073-1243 9424

Biswajita Parida

Assistant Professor of Marketing
Indian Institute of Technology Delhi
biswajitap@dms.iitd.ac.in
+91-011-2654 8430

APPENDIX: ADDITIONAL INFORMATION

PROFESSIONAL DEVELOPMENT

Doctoral Workshop and Consortiums:

- Doctoral Consortium and Research Skills Workshop, Society for Consumer Psychology (SCP), Virtual Venue, March 4, 2021
- NASMEI Consumer Behavior Workshop, Great Lakes-Chennai (Virtual), December 18-20, 2020
- Research Writing Workshop by Brad Huges (University of Wisconsin-Madison), IIM Ahmedabad, November 2, 4, 6, 9, 11 and 13, 2020
- Behavioral Research Workshop by Shailendra Pratap Jain (Foster School of Business), IIM Ahmedabad, August 28 and 30, 2019
- Quantitative Marketing Workshop by Pradeep Chintagunta (Chicago Booth), IIM Ahmedabad, September 4-11, 2018
- NASMEI Behavioral Research Workshop by Priya Raghubir (NYU Stern School of Business), Great Lakes-Chennai, December 19-21, 2017
- NASMEI Marketing Models Workshop by Pradeep Chintagunta (Chicago Booth), Arvind Rangaswamy (Penn State University) and Nanda Kumar (University of Texas at Dallas), Great Lakes-Chennai, December 26-30, 2016

Additional Conferences:

- Society for Consumer Psychology Conference, Virtual Venue, March 4-6 2021
- Chicago Booth Conference on Quantitative Marketing and Marketing Analytics, ISB Hyderabad, December 18, 2019
- Chicago Booth Conference on Quantitative Marketing and Marketing Analytics, IIM Bangalore, December 17, 2018
- BOP Global Network Summit, New Delhi, April 18-20, 2018

SELECTED POSITIONS OF RESPONSIBILITY DURING PH.D.

Coordinator, IIM A Ph.D. Placement Committee, 2018-2019

Member, IIM A Ph.D. Placement Committee, 2017-2018

Member, IIM A Cultural and Theatrical Society, 2016-2017

SELECTED AWARD, FELLOWSHIP & INTERNSHIP DURING UNDERGRAD

Best Paper Award at National Student Conference on Engineering Trends (NSCET) at National Institute of Technology Jamshedpur, 2013

IASc-INSANA-SASI Summer Research Fellowship at Indian Institute of Science (IISc) Bangalore, 2013

6 Months Paid Internship at TATA Cummins, March 2012 to August 2012

TEACHING ASSISTANTSHIP EXPERIENCE

Teaching Assistant, Indian Institute of Management Ahmedabad

- Neuroscience and Consumer Behavior (PGP-II Elective), Instructor: Arvind Sahay, December 2019 to February 2020
- Pricing (PGPX Elective), Instructor: Arvind Sahay, December 2019 to February 2020
- Advanced Data Analysis for Marketing Decisions (Executive Program), Instructor: Abhinandan Jain, December 2018

PERMANENT ADDRESS

CF-197, Refinery Township, Begusarai, Bihar, 851117

PERSONAL DETAILS

Nationality: Indian

Date of Birth: 20-10-1991