

Faculty Profile
Dr. Pradeep Kumar
Assistant Professor (Marketing & International Business)
KJ Somaiya Institute of Management
Somaiya Vidyavihar University, Mumbai



1. Overview:

Dr. Pradeep Kumar is an Assistant Professor in the area of Marketing & International Business at KJ Somaiya Institute of Management, Somaiya Vidya Vihar University, Mumbai. He has around 11 years of State Govt Experience at various capacities (State Services, Govt. of Jharkhand) and around 08 Years of Post-Phd Academic experience. His teaching interests are International Marketing, Services Marketing, Healthcare Marketing, Branding of Healthcare Products & Services, Neuromarketing, and B2B in Healthcare. His research interests lie in Service Science, Flexible mechanisms in Marketing, Experiential Value, Brain mapping and Neuroscientific techniques (EEG). He has published one research paper in A*, 08 papers in A, and 06 papers in B category of journals (ABDC). He was topper of PGDM (Marketing) at IIM Ranchi. Besides, he has received Best research paper awards from IIM Lucknow (2018) and IIM Ahmedabad (2020). Pradeep Kumar serves as reviewer in many journals of A*/A/B category of journals. He has also received the Outstanding Reviewer Awards for three consecutive years (2021, 2022, & 2023) and 2025 from Journal of Asia Business Studies (Emerald), an ABDC listed journal. Before joining at KJSIM, he was associated with IIM Bodh Gaya, BIMTECH (Greater Noida); UPES, Dehradun; RBS, Kochi; and State Govt Service at Deptt. of Health & Family Welfare at Govt. of Jharkhand, India.

2. Academic Background:

PGDM (2011-13) & PhD (2014-18) -Indian Institute of Management (IIM) Ranchi, Govt of India

PG Diploma in Health & Family Welfare management (NIHFW, Govt. of India)

PG Diploma in Clinical Research

MCA, MBA, M. Phil (Marketing)

3. Experience:

1. Academic/Professional Experience (Post-PhD)			
Position	Organization	Duration (MM/YYYY) - (MM/YYYY)	Key Responsibilities
Assistant Professor Marketing &International Business	KJ Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai	22nd May, 2026 Till Date	Teaching, Research, and Member of Healthcare Management Program
Assistant Professor	IIM Bodh Gaya	May 2025 to May 2026	Teaching, Research & Program Co-coordinator (MBA HHM)
Associate Professor	Birla Institute of Management Technology	September 2024- May 2025	Teaching & Research; PROCTOR (Students'

	(BIMTECH), Greater Noida, India		Welfare & Support Services).
Assistant Professor	Birla Institute of Management Technology (BIMTECH), Greater Noida, India	January 2023-August 2024	Teaching & Research; Coordinator (Fellow Program).
Assistant Professor (Selection Grade)	University of Petroleum and Energy Studies (UPES), Dehradun	September 2020-January 2023	Teaching & Research. Program Coordinator (MBA)
Assistant Professor	Rajagiri Business School Kochi, Kerala India	June 2019-April 2020	Teaching & Research
Senior Consultant (Market Research)	ASHKAM Energy Pvt. Ltd, Mumbai	September 2018-May 2019	Market Data Analysis
Professional Experience (Pre PhD)			
Lecturer (Non-Medical Faculty)	RIMS, Govt. Jharkhand, India	March 2009-June 2014	Teaching (Non-Medical Courses). I/c Medical Library
Medical IT Officer (State Health Services)	Deptt. of Health & Family Welfare, Govt. of Jharkhand	February 2004-February 2009	Digital Healthcare and Telemedicine

4. Teaching Interest:

Marketing of Healthcare Services & Products
 B2B in Healthcare
 International Marketing
 Neuromarketing
 Services Marketing
 Advanced Marketing Management

5. Research Interest:

Service science
 Healthcare
 Experiential value
 Flexibility in Marketing
 Neuroscientific tools (EEG)

6. Research Publications (ABDC)

a. Journal Articles

Year (MM/YYYY)	Publications Details (APA Format)	Classification (ABDC)
2026	Kumar, P., Singh, P., Sanan, P. (2026). Phygital customer experience in healthcare: the role of market-focused flexibility. <i>Journal of Strategic Marketing</i> . doi.org/10.1080/0965254X.2026.2696015	A
2024	Kumar, P. (2024). Artificial intelligence (AI)-augmented knowledge management capability and clinical performance: Implications for marketing strategies in the healthcare sector. <i>Journal of Knowledge Management</i> . https://doi.org/10.1108/JKM-01-2024-0111 (Single Author)	A
2023	Kumar, P., Sharma, P., & Dutet, V. (2023). Artificial intelligence (AI)-enabled CRM capability in healthcare: The impact on service innovation. <i>International Journal of Information Management</i> . https://doi.org/10.1016/j.ijinfomgt.2022.102598	A*
2023	Kumar, P., Vrontis, D., & Palenetto, F. (2023). Cognitive engagement with AI-enabled technologies and value creation in healthcare. <i>Journal of Consumer Behaviour</i> . https://doi.org/10.1002/cb.2196	A
2022	Kumar, P. (2022). Managing service flexibility in healthcare for improved customer experience: A data-driven approach. <i>Journal of Strategic Marketing</i> . https://doi.org/10.1080/0965254X.2022.2096671 (Single Author)	A
2021	Kumar, P., Dwivedi, Y. K., & Anand, A. (2021). Responsible artificial intelligence (AI) for value formation and market performance in healthcare: The mediating role of patient's cognitive engagement. <i>Information Systems Frontier</i> . https://doi.org/10.1007/s10796-021-10136-6	A
2020	Kumar, P., Singh, S. K., Pereria, V., & Leonidou, E. (2020). Cause-related marketing and service innovation in emerging healthcare: Role of service flexibility and service climate. <i>International Marketing Review</i> . https://doi.org/10.1108/IMR-03-2019-0101	A
2022	Kumar, P., & Chakraborty, S. (2022). Green service production and environmental performance in healthcare emergencies: Role of big data management and green HRM practices. <i>International Journal of Logistics Management</i> . https://doi.org/10.1108/IJLM-02-2021-0075	A
2019	Kumar, P., Bera, S., Dutta, T., & Chakraborty, S. (2019). Auxiliary flexibility in healthcare delivery system: An integrative framework and implications. <i>Global Journal of Flexible Systems Management</i> , 19(2), 173–186. https://doi.org/10.1007/s40171-018-0183-y	A
2019	Kumar, P., Singh, A. (2019). Flexibility in service operations: Review, synthesis, and research agenda. <i>Benchmarking: An International Journal</i> , 27(7), 2107–2129. https://doi.org/10.1108/BIJ-12-2018-0405	B
2020	Kumar, P. (2020). Internal flexibility in healthcare organizations: A value-laden perspective on sustainability. <i>International Journal of Organizational Analysis</i> . https://doi.org/10.1108/IJOA-05-2019-1766 (Single Author)	B
2020	Kumar, P. (2020). Green service production in healthcare and role of value chain flexibility. <i>International Journal of Productivity and Performance Management</i> , 69(8), 1721–1741. https://doi.org/10.1108/IJPPM-12-2019-0602 (Single Author)	B
2022	Kumar, P. (2022). Market-focused flexibility and innovative performance in public healthcare: Evidence from India. <i>Journal of Public Affairs</i> . https://doi.org/10.1002/pa.2809 (Single Author)	B
2022	Bera, S., Kumar, P., & Bhattacharya, S. (2022). A study on how to achieve flexibility in healthcare process: A simulation-based approach. <i>International Journal of Productivity & Performance Management</i> . https://doi.org/10.1108/IJPPM-06-2021-0335	B
2019	Kumar, P., Bera, S., & Chakraborty, S. (2019). An examination of the association between service convenience flexibility in healthcare delivery system and patient satisfaction. <i>South Asian Journal of Management</i> , 24(4), 37.	C
2024	Kumar, P. (2024). Artificial intelligence (AI) and service flexibility in healthcare: Exploring the nexus. <i>Asia Pacific Journal of Health Management</i> , 19(1), 3065. https://doi.org/10.24083/apihm.v19i1.3065 (Single Author)	C
2020	Kumar, P. (2020). Patient recovery flexibility and service experience in public healthcare. <i>Journal of Asia Business Studies</i> . https://doi.org/10.1108/JABS-03-2018-0099 (Single Author)	C

b. Conference proceedings

Year (MM/YYYY)	Title of paper	Details of conference (Name, Theme, venue, date, organized by)	Article classification (Basic, Applied, Teaching)	International/ National
February, 2020	<i>Understanding dynamics of service flexibility: Evidence from public healthcare sector in India.</i>	IIM Ahmedabad Conference on Advances in Healthcare Management. IIM Ahmedabad	Teaching	International
June, 2019	<i>CRM capability, customer service flexibility and service innovation in public healthcare</i>	AIB 2019, Copenhagen, Denmark	Teaching	International
December, 2018	<i>Technology-based service operations in public healthcare for improved experience: A shift from complexity to flexibility.</i>	IIM Lucknow	Teaching	International
February, 2017	<i>Auxiliary flexibility in healthcare: A research framework.</i>	ANZIBA Conference, Adelaide, Australia.	Teaching	International
February, 2017	<i>Patient recovery flexibility in healthcare delivery system: Research proposition and implications.</i>	HEF, Singapore	Teaching	International

c. Books/book chapters

Kumar, P.(2025) AI-Powered CRM in Indian Banking: Underperformance or Unfulfilled Potential. IGI Global

7. Patents/Awards/Achievements/Recognitions:

Best Project Award in Marketing (2013)- IIM Ranchi

Best Research paper Award (2018)- IIM Lucknow

Best Research Paper Award (2020)- IIM Ahmedabad

Outstanding Reviewer Award (Emerald Literati)- 2021,2022,2023, 2025

Research Analyst for Brain Mapping Project (MS Dhoni)- 2012, A Govt of India Project

8. Projects/MDPs

IMNCI Project (UNICEF-2010)

AIDS Control Society of India (2012)

National Pharmacovigilance (2013)

National Medical information Systems (2006)

Training of Medical Doctors (IGIMS) as Resource Person) 2025