

## Ranjan Kumar

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### Current Appointment

Assistant Professor, Communications, Indian Institute of Management (IIM), Amritsar

### Prior Appointments

**Jul, 2018 – Apr, 2021:** Vice President, Strategy & Corporate Communications, V-Mart Retail  
**Aug, 2015 - Jul, 2018:** Associate Director, Axience Consulting  
**Feb, 2010 – Aug, 2015:** Vice President, Research & Analytics, Dion Global  
**Nov, 2005 – Feb, 2010:** Director, Research Operations, RocSearch  
**Mar, 2005 – Oct, 2005:** Manager, Project Management, Ranbaxy Laboratories  
**Jun, 2003 – Mar, 2005:** Brand Associate, Eli Lilly  
**Oct, 1998 – Aug, 2000:** Restaurant Manager, Wimpy's International

### Research Interests

Strategic and Financial Communication, Crisis Communication, Blended Learning

### Educational Qualification

**2020: Ph.D.** Indian Institute of Management, Lucknow, India  
Dissertation: Blended Learning Programs for Working Professionals: Effects of Perceived Quality, Perceived Value, Perceived Organizational Support, Active Learning, Self-Regulated Learning and Intrinsic Motivation on Skill Development  
**2003: PGDM (MBA)** Indian Institute of Management, Lucknow, India  
Major: Strategy, Marketing  
**2000: B.A.** Indira Gandhi National Open University (IGNOU), India  
Major: Political Science, English, Economics  
**1998: Diploma in Hotel Management,** Institute of Hotel Management (IHM), Lucknow, India

### Peer-Reviewed Publications

1. Pande, A. S., & **Kumar, R.** (2020). Implications of Indian Philosophy and Mind Management for Agency Conflicts and Leadership: A Conceptual Framework. *IIM Kozhikode Society & Management Review*, 9(1), 34-44. ([Link](#))
2. **Kumar, R.**, & Pande, N. (2019). Blended programs for working professionals: developing a path analysis-based structural model to achieve skill development outcomes. *International Journal of Management Practice*, 12(4), 443-475. ([Link](#))
3. **Kumar, R.**, Pande, N., & Afreen, S. (2018). Developing a GRI-G4-based persuasive communication framework for sustainability reporting (SR). *International Journal of*

- Emerging Markets*, 13(1), 136-161. ([Link](#))
4. **Kumar, R., & Pande, N.** (2018). Assessing learning style preference of working professional cohorts in India: an empirical study using Honey-Mumford's learning style questionnaire. *International Journal of Indian Culture and Business Management*, 16(3), 245-263. ([Link](#))
  5. **Kumar, R., & Pande, N.** (2017). Technology-mediated learning paradigm and the blended learning ecosystem: what works for working professionals?. *Procedia Computer Science*, 122, 1114-1123. ([Link](#))

### **Peer-Reviewed Conference Presentations**

1. **Kumar, R., & Pande, N.** (December, 2017). *Technology-mediated learning paradigm and the blended learning ecosystem: what works for working professionals?* 5<sup>th</sup> International Conference on Information Technology and Quantitative Management (ITQM), New Delhi, India.
2. **Kumar, R., & Pande, N.** (May, 2017). *Managing digital communication hotspots in reverse offshoring – Evidence from the Indian IT and BPO sector.* 9<sup>th</sup> annual Global Advances in Business Communication (GABC) conference, Antwerp, Belgium.
3. **Kumar, R., Pande, N., & Afreen, S.** (Oct, 2016). *Developing a GRI-G4-based persuasive communication framework for sustainability reporting (SR): Examining top 10 Indian banks.* International Conference on Corporate Finance, Governance & Sustainability, New Delhi, India

### **Corporate and Media Outreach**

- “See big upsides for e-commerce logistics going ahead”, Panelist, CNBC- TV18 (January 21, 2015) ([Link](#))
- “Building organizational capabilities in turbulent times”, Panelist, HR Summit, IIM Raipur (September 19, 2014) ([Link](#))
- “Funding Models in Pharma R&D”, Speaker, FICCI Global Pharma Conference, Mumbai, India (March, 2009)
- ‘Managing in Turbulent Times’, Keynote Speaker, Prabandhan Management Conclave, IIT Kanpur (September 19, 2009) ([Link](#))

