

Dr. V. Kumar (VK)

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- Regents' Professor
- Richard and Susan Lenny Distinguished Chair & Professor in Marketing
- Executive Director,
Center for Excellence in Brand and Customer Management
- Director,
Ph.D. Program in Marketing, J. Mack Robinson College of Business
- Chang Jiang Scholar, HUST, Wuhan, China,
- Distinguished Fellow, MICA, Ahmedabad, India, and
- Distinguished Fellow, Indian School of Business, India

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This document contains:

- Quick Facts

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Quick Facts about Dr. Kumar's Lifetime Career Contributions

- ✓ 2019 **AMA Higher Education SIG's** Lifetime Achievement Award
- ✓ Inducted into the inaugural **Analytics Hall of Fame**, 2019
- ✓ **Consecutively Ranked over 5 years as No.1 in the marketing field** for publications in the top 4 premier marketing journals by the American Marketing Association
- ✓ **Editor-in-Chief** of the Journal of Marketing, April 1, 2014 – June 30, 2018
- ✓ Recipient of **19 Lifetime Achievement Awards/Recognitions** (for contributions to various areas of Marketing.), and **3 Fellowship Appointments**.
- ✓ Recognized as the **Distinguished Fellow**, MICA, Ahmedabad, India
- ✓ Recognized as the **Fellow**, Hagler Institute for Advanced Study, TAMU, College Station, TX
- ✓ Recognized as the **Fellow** of the American Marketing Association
- ✓ Recognized with the highest honor from the Ministry of Education, China as the **Chang Jiang Scholar**, for the period 2014 - present
- ✓ Recognized with the highest honor from Singapore Management University as the **Lee Kong Chian Fellow**
- ✓ Selected as a **"Marketing Legend"** and is featured in the **"Legends in Marketing"** series, Jagdish Sheth (editor) as one of the 8 Legends along with Phil Kotler, Paul Green, Jerry Zaltman, Jagdish Sheth, and Jerry Wind.
- ✓ Recognized as **Regents' Professor**- highest honor given to a professor in the University System of Georgia
- ✓ Honored in China by naming a collaborative research institute at HUST as the **V. Kumar International Marketing Science Institute**
- ✓ Published **over 250 articles** in the form of journal papers, conference proceedings, research reports, book chapters and case studies; including **25 books, including 3 books that are translated into six languages worldwide**.
- ✓ Author/Co-author of over **20 Best Paper Awards** in premier journals
- ✓ **12-time finalist** for Best Paper Awards in premier journals
- ✓ Conferred with **"Best Professor in Marketing"** award by the Golden Star Academic & Educational Excellence Awards 2013 at the World Marketing Summit in Malaysia, 2013
- ✓ **Winner** of the **2013 Outstanding Service Excellence Award, 2012 Outstanding Teaching Excellence Award, 2011 Outstanding Research Excellence Award**, J. Mack Robinson College of Business, Georgia State University
- ✓ **Winner** of the **2012 Paul D. Converse Award (For Advancing the Field of Marketing)**
- ✓ **Winner** of the **2011-12 Gary L. Lilien ISMS-MSI Practice Prize Award (Implementation of Best Marketing Science)**
- ✓ **Winner** of the **2011 Sheth Foundation/Journal of Marketing Award (Long Term Impact)**
- ✓ **Winner** of the **2009 Sheth Foundation/Journal of the Academy of Marketing Science Award (Most Impactful Article)**
- ✓ **Five times consecutive finalist** for the **Gary L. Lilien ISMS-MSI Practice Prize Award**
- ✓ **Won** several research grants from multiple research organizations (including the **\$100,000 prize for the 2006 ISBM Academic-Practitioner Proposal Competition**)
- ✓ Recipient of **11 Teaching Excellence Awards (including from the Governor of Connecticut)**
- ✓ Taught in over **30 countries**, over **24 courses** across Bachelors, Masters and Doctoral programs worldwide
- ✓ Supervised over **14 award-winning** doctoral dissertations
- ✓ Served/serving on several **academic and corporate boards**
- ✓ Serving on **Editorial Review Boards** of **12 scholarly journals**
- ✓ **Created Business Impact** through Implementation of over **2 billion dollars** in incremental revenue through implementation of marketing science models/methods
- ✓ Consistently featured in **Marquis Who's Who in the World, Who's Who Among the Most Admired Men & Women of the Decade, Who's Who Among Business Leaders, Who's Who Among Asian Americans, Who's Who Among Global Business Leaders, and Who's Who Worldwide**
- ✓ Conferred the title of **"Marketing Guru"** by the Indian Institute of Technology Alumni Association, India
- ✓ Conferred with **"Bharat Gaurav Award,"** and **"Hind Rattan Award"** from the **Union Ministers of the Government of India in 2009**
- ✓ Conferred with **"Pravasi Achievers Gold Medal"** at the House of Lords, U.K. in 2010
- ✓ Conferred with **"Glory of India Award,"** Crowne Plaza Hotel in Buckingham Gate, U.K., 2010
- ✓ Conferred with **"Best Professor in Marketing"** Trophy and certificate by the Asia's Best Business School Awards Program organized by the CMOAsia.Org in Singapore 2010, (Kuala Lumpur 2013 – WMS)
- ✓ Graduated with **"Honors"** in the Bachelors Program and **First Rank Gold Medal**, Master's Program, Indian Institute of Technology, India
- ✓ Recognized as a **Distinguished Marketing Doctoral Student Alumni**, University of Texas at Austin

