

Dr. V. Kumar (VK)

www.drvkumar.com



- 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

- ✓ 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
- ✓ 2019 ***AMA Higher Education SIG's Lifetime Achievement Award***
- ✓ ***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