

Substantive Contributions (32 articles)

Chekitan S. Dev, V. Kumar, Sarang Sunder, and Agata Leszkiewicz (2026), " *Hidden Costs and Benefits of Online Travel Agencies: How Booking Channel Shapes Customer Lifetime Value*," **Cornell Center for Hospitality Research**.

Agata Leszkiewicz, Sarang Sunder, V. Kumar and Chekitan S. Dev (forthcoming), "*Customer Acquisition Through Intermediaries (vs. Brand) Shapes Lifetime Value: Evidence from the Hotel Industry*," **Production and Operations Management**.

Kumar, V., P. Kotler, and A. Kumar (2026), "*Transformative Marketing Strategies in the era of new-age technologies: Principles, Plan, Purpose, and Practice*," **Journal of the Academy of Marketing Science**, Vol. 54(1), pp. 1-27.

Wang, Zi, R. Yuan, B. Li, **V. Kumar**, and A. Kumar, (2025), "*An empirical study of AI-empowered product adoption through technology vulnerabilities in the financial context*", **Journal of Product Innovation Management**.

Aggarwal, A., V Kumar and R.K. Srivastava, (2025), "*Value Creation and Value Appropriation using Voice AI Technology: Integrating B2B and B2C Marketplace*", **European Journal of Marketing**. 59 (9, pp. 2199–2243.

Khan, Huda., Shaphali Gupta, V Kumar and Binay Kumar (2024), "*Managing Climate Change Risks and Creating Stakeholders' Value via Sustainability-Focused B2B Brand Strategies*", **Industrial Marketing Management**, 115, pp.198-213

Anand, A., V Kumar and A. Lahiri (2024)," *Categorization of Organizational Reputation and Subordinate Organizations' Global Funding Outcome: A Higher Education Perspective*", **Industrial Marketing Management**, 116, pp. 130-144

Sham, R., Sohag, K., Islam, M., Vrontis, D., Kotabe, M. and V Kumar (2024)," *B2B marketing for industrial value addition: How do geopolitical tension and economic policy uncertainty affect sustainable development?*", **Industrial Marketing Management**, 117, pp.253-274

Qu, Y., Kumar, V., and Zhao, Y. (2023), "*A dynamic model of the contract length and early termination: The roles of technology evolution and pricing strategy*", **Journal of Business Research**, 167(1), pp. 114-141.

Kumar, V. and R. Srivastava (2020), "*New Perspectives on Business Model Innovations in Emerging Markets*," **Journal of the Academy of Marketing Science**, Vol. 48, pp. 815–825.

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Kumar, V., Goreczny, Ashley and Todd Maurer (2018). "*What Drives a Salesperson's Goal Achievement? An Empirical Examination*," **Journal of Business and Industrial Marketing**, Vol. 33 (1), pp. 3-18.

Sundar, Sarang, Kumar, V., Goreczny, Ashley and Todd Maurer (2017). "*How to Predict Turnover on Your Sales Team*," **Harvard Business Review**, Vol. 95 (4), pp. 22- 24.

Sundar, Sarang, Kumar, V., Goreczny, Ashley and Todd Maurer (2017). *"Why do Salespeople Quit? An Empirical Examination of Own & Peer Effects on Salesperson Turnover Behavior"*, **Journal of Marketing Research**, Vol. 54 (3), pp. 381-397.

Kumar, V., Dixit, Ashutosh, Javalgi, Rajshekar (Raj) G. and Mayukh Dass (2016). *"Research framework, strategies, and applications of intelligent agent technologies in marketing,"* **Journal of the Academy of Marketing Science**, Vol. 44 (1), pp. 24-45.

Kumar, V., Sunder, Sarang, and Robert P. Leone (2015). *"Who's Your Most Valuable Salesperson?"* **Harvard Business Review**, April, Vol. 93(4), pp.62–68.

Kumar, V., Sunder, Sarang and Robert P. Leone (2014). *"Measuring and Managing a Salesperson's Future Value to the Firm,"* **Journal of Marketing Research**, Vol. 51 (5), pp. 591-608.

Kumar, V. and Angeliki Christodouloupoulou (2014). *"Sustainability and Branding: An Integrated Perspective,"* **Industrial Marketing Management**, Vol. 43 (1), pp. 6-15.

Jayachandran, Satish, Kaufman, Peter, Kumar, V., and Kelly Hewett (2013). *"Brand Licensing: What Drives Royalty Rates?"* **Journal of Marketing**, Vol. 77 (5), pp. 108- 122.

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Shah, Denish and V. Kumar (2012). *"The Dark Side of Cross-Selling,"* **Harvard Business Review**, Vol. 90 (12), pp. 21-23.

Shah, Denish, Kumar, V., Yingge, Qu and Sylvia Chen (2012). *"Unprofitable Cross- buying: Evidence from Consumer & Business Markets,"* **Journal of Marketing**, Vol. 76 (3), pp. 78-95.

Kumar, V., Sriram, S., Luo, Anita Man and Pradeep Chintagunta (2011). *"Assessing the Effect of Marketing Investments in a Business Marketing Context,"* **Marketing Science**, Vol. 30 (5), pp. 924-940.

Kumar, V. and Denish Shah (2011). *"Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities' Variable Annuity Sales,"* **Marketing Science**, Vol. 30 (4), pp. 595-603

Kumar, V., Venkatesan, Rajkumar and Werner Reinartz (2008). *"Performance Implications of Adopting a Customer-Focused Sales Campaign,"* **Journal of Marketing**, Vol. 72 (5), pp. 50-68.

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Venkatesan, Rajkumar, Kumar, V. and Timothy R. Bohling (2007). *"Optimal CRM using Bayesian Decision Theory: An application for Customer Selection,"* **Journal of Marketing Research**, Vol. 44 (4), pp. 579-594.

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Thomas, Jacquelyn, Werner Reinartz and V. Kumar (2004). "Getting the Most out of All Your Customers," **Harvard Business Review** Vol. 82 (7/8), pp. 116-123.

Kumar, V., Bohling, Timothy R. and Rajendra N. Ladda (2003). "Antecedents and Consequences of Relationship Intention: Implications for Transaction and Relationship Marketing," **Industrial Marketing Management**, Vol. 32 (8), pp. 667-676.

Methodological Contributions (5 articles)

Mahmoud, A., V Kumar, L. Fuxman, S. Gupta, A. Berman, W. Reisel, and A. Stefanidis, (2026), "Crisis-Induced Service Decline Rationalization (CISDR): Reconfiguring Organizational Frontlines in Extreme Contexts," **Journal of Service Research**, <https://doi.org/10.1177/10946705261471935>

Pancras, Joseph, Sriram, S. and V. Kumar (2012). "Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment," **Management Science**, Vol. 58 (11), pp. 2001-2018.

Mahmoud, B. A., V Kumar, S. Gupta (2026), "Trust deficits in sunset industries: Legitimacy Deficits as antecedents to cross-sector partnerships", **Industrial Marketing Management**, <https://doi.org/10.1016/j.indmarman.2026.08.001>

Kumar, V., Saboo, Alok, Agarwal, Amit and Binay Kumar (2020). "Generating Competitive Intelligence with Limited Information: A Case of Multimedia Industry," **Production & Operations Management**, Vol. 29 (1) January 2020, pp. 192–213.

Luo, Anita Man and V. Kumar (2013). "Recovering Hidden Buyer-Seller Relationship States to Measure the Return on Marketing Investment in Business-to-Business Markets," **Journal of Marketing Research**, Vol. 50 (1), pp. 143-160.

International Marketing Contributions (5 articles)

Sood, Ashish, Kumar, V., and Gupta, Shaphali (2024), "Modeling the Antecedents of Multi-Generational Services Adoption Behavior of Clients Across Countries: The Role of Mindset Metrics ", **Journal of International Business Studies**, 54(9), pp. 1661-1686.

Sood, Ashish, Gupta, Shaphali, and Kumar, V. (2023), "Consequences of Multigenerational Services Adoption Behavior: Global Client Engagement", **Journal of International Marketing**, pp. 43-63.

Sharma, A., Kumar, V., Borah, S.B., and Adhikary, A. (2022). "Complexity in a Multinational Enterprise's Global Supply Chain and its International Business Performance: A Bane or a Boon?" **Journal of International Business Studies**, Volume 53 (5), pages 850–878.

Sharma, Amalesh, Kumar, V., Yan, Jun, Borah, Sourav Bikash and Anirban Adhikary (2019). "Understanding the Structural Characteristics of a firm's whole buyer-supplier network and its impact on International Business Performance," **Journal of International Business Studies**, Vol. 50 (3), pp. 365-392

Sood, Ashish and V. Kumar (2018). "Client Profitability of Diffusion Segments across Countries for Multigenerational Innovations: The Influence of Firm, Market, and Cross- National Differences," **Journal of International Business Studies**, Vol. 49 (9), pp. 1237–1262

Research Grants

Awarded \$5,000 prize from SEF (Sales Education Foundation)/Neil Rackham Research Program.

Awarded \$40,000 from ISBM for winning the 2006 ISBM Academic-Practitioner Proposal Competition.

BOOKS

Kumar, V., and Philip Kotler (2024), *"Transformative Marketing: Combining New Age Technologies and Human Insights"*, Palgrave - Macmillan, USA.

Kumar, V. (2024), *"Valuing Customer Engagement"*, Palgrave - Macmillan, USA.

Kumar, V. (2013), *"Profitable Customer Engagement: Concepts, Metrics & Strategies,"* Sage Publications: New Delhi, India.

BOOK CHAPTERS

Venkatesan, Rajkumar, V. Kumar, and Werner Reinartz (2022), *"Customer Relationship Management in Business Markets,"* Handbook of Business-to-Business Marketing, second edition, Eds., Gary L. Lilien, A Petersen, and S. Wuyts, Edward Elgar Publishing Ltd.: Cheltenham, UK, pp. 335 - 358.

Kumar, V. (2010), *"Customer Relationship Management"* in Wiley International Encyclopedia of Marketing, John Wiley & Sons.

Teaching

Courses: B2B Engagement, Salesperson Engagement, and CRM