

AI related academic activities

Published Books:

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

Kumar, V. (2024), “*International Marketing Research: A Transformative Approach*”, Palgrave - Macmillan, USA.

Kumar, V. (2021), “*Intelligent Marketing: Employing New Age Technologies*” Sage Publications: New Delhi, India.

Work-in-Progress Books:

Kumar, V., A. Dixit, and S. Gupta, “**Transformative Customer Experience: The AI Edge**,” Edward Elgar Publishers, U.K

Kumar, V. and B. Rajan, “**Marketing Research: In an AI World**,” Edward Elgar Publishers, U.K.

Journal Articles (Published):

Hung, Hsiu-Yu, A Kumar, **V Kumar**, P.B. Lowry, C.C. Lin (forthcoming), “To go Public or Private: Handling Consumer Complaints from a Dynamic Triadic Perspective”, **Journal of the Academy of Marketing Science**.

Gupta, S., H. Khan, **V Kumar**, and S. Spyropoulou (2026), “Understanding Disruption Through the Marketing Lens: Foundations, Frameworks, and Future Directions”, **European Journal of Marketing**.

Impact of AI strategies on climate-change performance: Responsible AI and crisis management perspectives (with Waqar Nadeem, Abdul R. Ashraf, Huda Khan and **V Kumar**), forthcoming, **Technovation**.

Overcoming Consumer Resistance to the Metaverse (forthcoming, **Management and Business Review**)

Roy, S.N., **V Kumar**, A. Dixit, and A. Patil (2026), “Artificial intelligence in supply chain management: enhancing customer engagement through real-world cases,” **Production Planning & Control**, <https://doi.org/10.1080/09537287.2026.2659197>

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.

Hung, H., A. Kumar, **V. Kumar**, C. Lin, and K. H. Tan, (2026), “Exploring Player Cocreation Dynamics on the Gaming Platform: Interplay of Goal Fulfillments, Orchestration Actions, and Platform Affordances,” **International Journal of Research in Marketing**.

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

Kumar, V., A. Dixit, P. Sharma, and S.N. Roy (2025),” Implementing Responsible AI in Marketing”, **American Business Review**, 28(2), pp. 319-342. Article 1. DOI: 10.37625/abr.28.2.319-342

Kumar, V., and Kotler, P. (2025), “A Market Management Approach to Transformative Business Operations”, **Marketing Strategy Journal**.

Kumar, V., P. Kotler, S. Gupta and B. Rajan (2025), “Generative AI in Marketing: Promises, Perils, and Public Policy Implications”, **Journal of Public Policy & Marketing**. Volume 44 (3), pp. 309-331

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.

Hung, H., A. Kumar, **V. Kumar**, C. Lin, and K. H. Tan, (2025), “Exploring Player Cocreation Dynamics on the Gaming Platform: Interplay of Goal Fulfillments, Orchestration Actions, and Platform Affordances,” **International Journal of Research in Marketing**, 42(4), pp. 1125-1142.

Kumar, V., B. Rajan and V. Garg (2025), “Transformative Marketing Education: Drivers, Outcomes, and Research Agenda”, **Journal of Marketing Education**

Mahmoud, B. A., **Kumar, V.**, Berman, A., Elhajjar, S., and Fuxman, L. (forthcoming), “Knowledge, Attitude and Practice Towards Blockchain Potential for Digital Marketing: Scale Development and Validation”, **European Journal of Marketing**.

Mahmoud, B. A., **Kumar, V.**, and Spyropoulou, S. (forthcoming), “Identifying the Public's Beliefs about Generative Artificial Intelligence: A Big Data Approach”, **IEEE Transactions on Engineering Management**.

Kumar, V., Ashraf, A., & Nadeem, W. (2024). “AI-powered marketing: What, where, and how? “, **International Journal of Information Management**.
<https://doi.org/10.1016/j.ijinfomgt.2024.102783>

Kumar, V., B. Rajan, U. Salunkhe, and, Shreekant G. Joag (2022), “Relating the Dark Side of New-Age Technologies and Customer Technostress”, **Psychology & Marketing**, 39 (12), DOI:10.1002/mar.21738

Kumar, V., A Dixit, R. Javalgi, and N. Turken, (2022), “Can Artificial Intelligence Overshadow Human Intelligence,” **Management and Business Review**, Spring.

Xiao, L and **V. Kumar** (2021). “Robotics for Customer Service: A Useful Complement or an Ultimate Substitute?”, **Journal of Service Research**. Volume 24 Issue 1, pp. 9-29.

Kumar, V., Ramachandran, Divya and Binay Kumar (2020). “Influence of New-Age Technologies on Marketing: A Research Agenda”, **Journal of Business Research**.
<https://doi.org/10.1016/j.jbusres.2020.01.007>

Kopalle, Praveen K., **Kumar, V.**, and Mohan Subramaniam, (2020), “How Legacy Firms Can Embrace the Digital Ecosystem Via Digital Customer Orientation,” **Journal of the Academy of Marketing Science**, 48, 114–131.

Kumar, V., Rajan, Bharath, Venkatesan, Rajkumar and Jim Lecinski (2019). “Understanding the Role of Artificial Intelligence in Personalized Engagement Marketing,” **California Management Review**, Vol. 61 (4), pp. 135-155.

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.

Journal Articles (Under Review/Work-in-Progress):

Should AI have a seat in the C-Suite?

CEO Activism in AI Governance: Evaluating Public Reactions to Leaders' Advocacy on Ethical AI Practices and Regulation

Assessing the Synergistic Effects based on the Role of Influencers on Cross-Platform Marketing Effectiveness

Leveraging EmoPath to Understand Customer Negative Emotional Coping and to Guide a Firm's Digital Service Recovery Actions (*MISQ*)

Insights on antecedents and dimensions of delivery drone adoption as a last-mile delivery option

AI Consumer Vulnerability: A Sustainable Innovation Metric for Ethical AI in Financial Services

Courses Taught:

- (1) **AI in Marketing/Business** (covering the topics on AI, Machine Learning, Gen AI, IoT, Metaverse, Blockchain, Robotics and Drones)
- (2) **Business Transformation** (covering the topics on Transformative Marketing, Transformative Operations, Transformative Branding, Transformative Strategies)