

**Dr. Alok Kumar**  
University of Nebraska-Lincoln  
Marketing  
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## **Education**

Ph D, University of Wisconsin-Madison, 2008.  
Major: Marketing  
Dissertation Title: Some Pain, Some Gain: The Role of Reputations in Governing Interfirm Relationships

MBA, Indian Institute of Management, 1998.

B.Tech (Mining Engineering), School of Mines, 1995.

## **Academic, Government, Military and Professional Positions**

### **Academic**

W. W. Marshall College Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2018 - Present).

Associate Professor of Marketing, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2015 - Present).

Assistant Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (September 2013 - August 2015).

Assistant Professor of Marketing, The Pennsylvania State University, Marketing Department, Smeal College of Business. (August 2008 - June 2013).

### **Professional Memberships**

American Marketing Association. (2005 - Present).

American Marketing Association Interorganizational SIG. (2005 - Present).

### **Development Activities Attended**

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Orlando, Florida. (February 2017).

Conference Attendance, "Haring Symposium," Indiana University, Bloomington,, IN. (April 2016).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Las Vegas, NV. (February 2016).

Conference Attendance, "AMA Summer Educators' Conference," American Marketing Association, Chicago, IL. (August 2015).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, San Antonio, TX. (February 2015).

Conference Attendance, "ISBM Biennial Academic Conference," Institute for the Study of Business Marketing, San Francisco, CA. (July 2014).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Orlando, FL. (February 2014).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

GRBA 813, Managerial Marketing, 5 courses.

GRBA 890, Administrative Internship; Marketing, 4 courses.

MRKT 346, Marketing Channels Management, 9 courses.

MRKT 399, Special Project, 1 course.

MRKT 442, Marketing Management, 2 courses.

MRKT 996, Directed Reading or Research, 3 courses.

MRKT 998A, Seminar in Special Topics; Second Year Paper/Comp Exam, 2 courses.

MRKT 999, Doctoral Dissertation, 6 courses.

SCMA 346, Marketing Channels Management, 1 course.

SCMS 346, Marketing Channels Management, 4 courses.

### **Directed Student Learning**

#### **Doctorate (committee chair/supervisor)**

Doctorate (committee chair/supervisor), Marketing. (May 2017 - Present).

Advised: Shilpa Somraj

Doctorate (committee chair/supervisor), Marketing. (May 2015 - Present).

Advised: Argha Sen

#### **Doctorate (committee member)**

Doctorate (committee member), Marketing. (February 2015 - August 2016).

Advised: Jenifer Skiba

Doctorate (committee member), Marketing. (April 2014 - March 2016).

Advised: Arvind Agrawal

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2013).

Advised: Chen Zhou

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2011 - 2013).

Advised: Abhijith Holehonnur

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2010 - 2012).

Advised: Alok Saboo

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Book Chapters**

Smaninathan, V., Kumar, A. (2017). When Firms Join Hands: Rajan Varadarajan, A Thought Leader and Thinker With Significant Contributions to Research on Interorganizational Relationships and Marketing Strategy in Internet-Enabled Environments. In Jagdish Sheth (Ed.), *Legends in Marketing: Rajan Vardarajan*.

### Refereed Journal Articles

Grewal, R., Saini, A., Kumar, A., Dwyer, F. Robert, Dahlstrom, R. (2018). Marketing Channel Management by Multinational Corporations in Foreign Markets. *Journal of Marketing*, 82(4), 49-69.

Wathne, K. H., Heide, J. B., Mooi, E. A., Kumar, A. (in press). Relationship Governance Dynamics: The Role of Partner Selection Efforts and Mutual Investments. *Journal of Marketing Research*.

Chakravarty, A., Kumar, A., Grewal, R. (2014). Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms. *Journal of Marketing*, 78, 1-23.

Heide, J. B., Kumar, A., Wathne, K. H. (2014). Concurrent Sourcing, Governance Mechanisms, and Performance Outcomes in Industrial Value Chains. *Strategic Management Journal*, 35, 1164-1185.

Grewal, R., Kumar, A., Mallapragada, G., Saini, A. (2013). Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters-Subsidiary Relationship. *Journal of Marketing Research*, 50, 378-398.

Kumar, A., Heide, J. B., Wathne, K. H. (2011). Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. *Journal of Marketing*, 75, 1-17.

### Conference Proceedings

Sen, A., Rindfleisch, A. P., Kumar, A. (2018). *When Does Improvisation Help or Hinder Performance Outcomes in B2B Alliances? Exploring the Boundary Conditions*. New Orleans, LA: AMA Winter Marketing Educators' Conference.

Abe, M., Kumar, A., Cannon, J., Grewal, R. (2017). *Capability Building in Industrial Buyer-Supplier Relationships: Approaches, Outcomes and Contingencies*. Orlando, FL: AMA Winter Marketing Educators' Conference.

Gupta, A., Kumar, A., Grewal, R., Lilien, G. (2016). *Combining Buyer-Seller Interfirm Network and Seller Within Firm Network to Drive Key Account Profitability in Business Markets*. 2016 ISBM Biennial Academic Conference.

Sen, A., Rindfleisch, A., Kumar, A. (2016). *Effect of Improvisation on Performance Outcomes for Firms in B2B Alliances*. 2016 ISBM Biennial Academic Conference.

Heide, J., Wathne, K. H., Mooi, E. A., Kumar, A. (2016). *Governing Channel Relationships through Selective Entry and Costly Exit*. Atlanta, GA: 2016 ISBM Biennial Academic Conference.

Mooi, E. A., Kumar, A., Heide, J., Wathne, K. H. (2016). *Governing Channel Relationships through Selective Entry and Costly Exit*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.

- Gupta, A., Grewal, R., Lilien, G., Kumar, A. (2016). *Managing Key Account Profitability in Business Markets: Aligning Buyer-Seller Inter-firm Networks and Seller Within-Firm Networks*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Wathne, K., Heide, J., Kumar, A. (2016). *Managing Organizational Boundaries in Offshore Outsourcing: The 'Rules' and the 'Play' of the Game*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Kumar, A., Saboo, A., Rindfleisch, A., Heide, J. B. (2015). *Institutional Participation in New Product Alliances*. AMA Winter Educators' Conference.
- Chakravarty, A., Kumar, A., Grewal, R. (2014). *Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms*. ISBM Biennial Conference.
- Wathne, K., Kumar, A., Heide, J. (2014). *Institutional Influences on Governance Efficiency*. ISBM Biennial Conference.
- Chakravarty, A., Kumar, A., Grewal, R. (2012). *Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms*. Chicago, IL: ISBM Biennial Conference.
- Kumar, A., Heide, J. B. (2012). *Reputation Effects in Inter-firm Relationships*. Chicago, IL: ISBM Biennial Conference.
- Wathne, K. H., Heide, J. B., Kumar, A. (2012). *Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Industrial Value Chains*. Lisbon: 41st European Marketing Academy Conference.
- Chakravarty, A., Kumar, A., Grewal, R. (2012). *Platform Firms: Antecedents and Performance Implications of Customer Orientation Structure* (vol. 23). St. Petersburg, FL: AMA Winter Educators' Conference.
- Heide, J. B., Kumar, A., Wathne, K. H. (2011). *How Relationship Strategies and Ownership Forms Drive Performance in Buyer-Supplier Relationships* (vol. 21). Austin, TX: AMA Winter Educators' Conference.
- Saboo, A., Kumar, A., Rindfleisch, A., Heide, J. B. (2011). *New Product Alliances and Institutions: Value Generating Vs. Value Creating Role* (vol. 21). Austin, TX: AMA Winter Educators' Conference.
- Grewal, R., Kumar, A., Saini, A. (2011). *Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders* (vol. 21). AMA Winter Educators' Conference, Austin TX, Special Session 2011.
- Heide, J. B., Wathne, K. H., Kumar, A. (2010). *Hybrid Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Marketing Relationships*. Boston, MA: ISBM Biennial Conference.
- Kumar, A., Heide, J. B., Wathne, K. H. (2009). *Incompatible Governance Mechanisms in Supply Chain Relationships* (vol. 20). Chicago, IL: AMA Summer Educators' Conference.
- Kumar, A., Rindfleisch, A., Heide, J. B. (2008). *Institutional Roles in New Product Alliances*. San Diego, CA: ISBM Biennial Conference.
- Kumar, A., Rindfleisch, A. (2005). *Organizing for Innovation: Pure Versus Pure New Product Alliances*. Reykjavík, Iceland: European Marketing Academy Conference.

## Presentations Given

Sen, A. (Presenter & Author), Rindfleisch, A. P. (Author Only), Kumar, A. (Author Only), 2018 AMA Winter Educators' Conference, "When Does Improvisation Help or Hinder Performance Outcomes in B2B Alliances? Exploring the Boundary Conditions," American Marketing Association, New Orleans, LA. (February 2018).

Abe, M. (Author Only), Kumar, A. (Presenter & Author), Cannon, J., Grewal, R., 2017 AMA Winter Educators' Conference, "Capability Building in Industrial Buyer-Supplier Relationships: Approaches, Outcomes and Contingencies," American Marketing Association, Orlando, FL. (February 2017).

Gupta, A. (Presenter & Author), Kumar, A. (Author Only), Grewal, R. (Author Only), Lilien, G. (Author Only), ISBM Biennial Conference, "Combining Buyer-Seller Interfirm Network and Seller Within Firm Network to Drive Key Account Profitability in Business Markets," Atlanta, GA. (August 2016).

Sen, A. (Presenter & Author), Rindfleisch, A. (Author Only), Kumar, A. (Author Only), ISBM Biennial Conference, "Effect of Improvisation on Performance Outcomes for Firms in B2B Alliances," Atlanta, GA. (August 2016).

Heide, J. (Author Only), Wathne, K. (Author Only), Mooi, E. (Presenter & Author), Kumar, A. (Author Only), ISBM Conference, "Governing Channel Relationships through Selective Entry and Costly Exit.," Atlanta, GA. (August 2016).

Mooi, E. A., Kumar, A., Heide, J., Wathne, K. H., 2016 AMA Winter Educators' Conference, "Governing Channel Relationships through Selective Entry and Costly Exit," American Marketing Association, Las Vegas, NV. (February 2016).

Gupta, A., Grewal, R., Lilien, G., Kumar, A., 2016 AMA Winter Educators' Conference, "Managing Key Account Profitability in Business Markets: Aligning Buyer-Seller Inter-firm Networks and Seller Within-Firm Networks," American Marketing Association, Las Vegas, NV. (February 2016).

Wathne, K., Heide, J., Kumar, A., 2016 AMA Winter Educators' Conference, "Managing Organizational Boundaries in Offshore Outsourcing: The 'Rules' and the 'Play' of the Game," American Marketing Association, Las Vegas, NV. (February 2016).

Kumar, A. (Presenter & Author), Saboo, A. (Author Only), Rindfleisch, A. (Author Only), Heide, J. B. (Author Only), AMA Winter Educators' Conference, "Institutional Participation in New Product Alliances," American Marketing Association, San Antonio, TX. (February 2015).

Chakravarty, A. (Author Only), Kumar, A. (Presenter & Author), Grewal, R. (Author Only), ISBM Biennial Conference, "Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms," ISBM, San Francisco, CA. (July 2014).

Wathne, K. (Author Only), Kumar, A. (Presenter & Author), Heide, J. (Author Only), ISBM Biennial Conference, "Institutional Influences on Governance Efficiency," ISBM, San Francisco, CA. (July 2014).

Kumar, A. (Presenter & Author), Heide, J. B. (Author Only), ISBM Academic Conference, "Reputation Effects in Inter-firm Relationships," ISBM, Chicago, IL. (August 2012).

Chakravarty, A. (Author Only), Kumar, A. (Presenter & Author), Grewal, R. (Author Only), ISBM Biennial Conference, "Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms," ISBM, Chicago, IL. (August 2012).

Wathne, K. H. (Presenter & Author), Heide, J. B. (Author Only), Kumar, A. (Author Only), 41st European Marketing Academy Conference, "Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Industrial Value Chains," EMAC, Lisbon. (May 2012).

Chakravarty, A. (Author Only), Kumar, A. (Presenter & Author), Grewal, R. (Author Only), AMA Winter Educator's Conference, "Platform Firms: Antecedents and Performance Implications of Customer Orientation Structure," St. Petersburg, FL. (February 2012).

Heide, J. B. (Author Only), Kumar, A. (Presenter & Author), Wathne, K. H. (Author Only), AMA Winter Educator's Conference, "How Relationship Strategies and Ownership Forms Drive Performance in Buyer-Supplier Relationships," Austin, TX. (February 2011).

Kumar, A. (Author Only), Rindfleisch, A. (Author Only), Heide, J. B. (Author Only), Saboo, A. (Presenter & Author), AMA Winter Educator's Conference, "New Product Alliances and Institutions: Value Generating Vs. Value Creating Role," Austin, TX. (February 2011).

Grewal, R. (Presenter & Author), Kumar, A. (Author Only), Saini, A. (Author Only), AMA Winter Educators' Conference, "Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders," AMA, Austin, TX. (February 2011).

Heide, J. B. (Author Only), Wathne, K. H. (Presenter & Author), Kumar, A. (Author Only), ISBM Biennial Conference, "Hybrid Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Marketing Relationships," Boston, MA. (August 2010).

Kumar, A. (Presenter & Author), Heide, J. B. (Author Only), Wathne, K. H. (Author Only), AMA Summer Educators' Conference, "Incompatible Governance Mechanisms in Supply Chain Relationships," Chicago, IL. (August 2009).

Kumar, A. (Author Only), Rindfleisch, A. (Presenter & Author), Heide, J. B. (Author Only), ISBM Biennial Conference, "Institutional Roles in New Product Alliances," San Diego, CA. (2008).

Kumar, A. (Author Only), Rindfleisch, A. (Presenter & Author), European Marketing Academy Conference, "Organizing for Innovation: Pure Versus Pure New Product Alliances," EMAC, Reykjavik, Iceland. (2005).

Kumar, A. (Presenter & Author), Haring Symposium, "Markets and Hierarchies: An Information Processing Perspective," Indiana University, Bloomington, IN. (2004).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Kumar, A. (Principal Investigator), "HOW PLATFORM FIRMS CULTIVATE A BUYER POOL IN TWO SIDED-BUSINESS-TO-BUSINESS (B2B) ELECTRONIC MARKETS: PLATFORM ACTIONS, PROCESSES, AND BOUNDARY CONDITIONS," Sponsored by Internal, NU Foundation. Current Status: Submitted.

### **Other**

Kumar, A., "Smeal New Faculty Research Grant," Sponsored by The Pennsylvania State University, Universities, \$10,000.00. (2010). Current Status: Awarded.

Kumar, A., Grewal, R., Saboo, A., "Smeal Small Research Grant," Sponsored by The Pennsylvania State University, Universities, \$2,000.00. (2010). Current Status: Awarded.

Kumar, A., Grewal, R., Saboo, A., "Smeal Small Research Grant," Sponsored by The Pennsylvania State University, Universities, \$2,000.00. (2009). Current Status: Awarded.

Kumar, A., Wathne, K. H., "Graduate School," Sponsored by University of Wisconsin-Madison, Universities, \$41,567.00. (2007). Current Status: Awarded.

Kumar, A., Heide, J. B., "Institute for the Study of Business Markets," Sponsored by The Pennsylvania State University, Universities, \$9,600.00. (2006). Current Status: Awarded.

## **Awards and Honors**

Haring Symposium, Faculty Representative, Indiana University. (April 2016).

2014-2015 Faculty Research Award, Marketing Department, College of Business Administration, University of Nebraska-Lincoln. (May 2015).

2013-2014 Faculty Research Award, Marketing Department, College of Business Administration, University of Nebraska-Lincoln. (May 2014).

2014-2015 Distinguished Research Award, College of Business Administration, University of Nebraska-Lincoln. (April 2014).

Nominated, 2013-2014 Best Paper Award, College of Business Administration, University of Nebraska-Lincoln. (April 2014).

Haring Symposium, Faculty Representative (The Pennsylvania State University), Indiana University. (2012).

Finalist, ISBM Business Marketing Doctoral Competition, ISBM. (2006).

John Etter Scholarship, University of Wisconsin-Madison. (2006).

Robert Bruce Fellowship, University of Wisconsin-Madison. (2006).

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Connecticut. (2005).

Haring Symposium, Indiana University. (2004).

## **Intellectual Contributions in Submission**

### **Other**

Heide, J. B., Kumar, A., Wathne, K. H. *Institutional Influences on Governance Efficacy: The Rules and the Play of the Game*. Journal of Operations Management.

## **SERVICE**

### **Department Service**

Committee Chair, Marketing Graduate Committee. (August 2017 - Present).

Committee Member, Evaluation Advisory Committee. (August 2017 - May 2018).

Committee Member, Faculty Search Committee, Department of Marketing Chair. (September 2017 - December 2017).

Committee Member, MBA/Masters Committee. (January 2017 - May 2017).

Committee Member, Faculty Search Committee, Department of Marketing Chair. (July 2016 - May 2017).

Committee Chair, Faculty Search Committee, Assistant or Associate Professor. (July 2016 - November 2016).

Committee Chair, Faculty Search Committee, Associate or senior Assistant Professor. (July 2016 - November 2016).

Reader, Second Year Paper Review. (May 2016).

Committee Member, Evaluation Advisory Committee. (August 2015 - May 2016).

Committee Member, Marketing Graduate Committee. (August 2015 - May 2016).

Committee Member, Faculty Search Committee, Assistant or Associate Professor (Two Positions). (June 2015 - September 2015).

Committee Member, Faculty Search Committee, Assistant, Associate or Full Professor. (June 2015 - September 2015).

Committee Member, Faculty Search Committee, Assistant Professor. (June 2015 - August 2015).

Reader, Second Year Paper Review. (May 2015).

Committee Member, Faculty Search Committee, Hays Chair in Marketing. (July 2014 - May 2015).

Departmental Advisory Committee, The Pennsylvania State University. (2011 - 2012).

Ph.D. Committee, The Pennsylvania State University. (2011 - 2012).

Candidacy Committee, The Pennsylvania State University. (2011).

Smeal Spring Research Camp, The Pennsylvania State University. (2009 - 2011).

Faculty Recruiting Committee, The Pennsylvania State University. (2008 - 2010).

Ph.D. Comprehensive Exam Committee, The Pennsylvania State University. (2008 - 2010).

Candidacy Committee, The Pennsylvania State University. (2008 - 2009).

## **College Service**

Committee Member, Ph.D. Committee. (August 2017 - Present).

Committee Member, Promotion and Tenure Committee, at-large Associate Professor. (August 2018 - May 2021).

Committee Member, Strategic Planining. (January 2018 - April 2018).

Committee Member, CoB Dean Search Committee. (September 2017 - November 2017).

Committee Member, MBA/Masters Committee. (January 2017 - May 2017).

Committee Member, PhD/Research Policy. (September 2015 - December 2015).

## **Professional Service**

Editorial Review Board Member, Journal of Marketing Research. (2016 - Present).

Editorial Review Board Member, Journal of Marketing. (September 2017 - June 2018).

Track Chair: Business-to-Business Marketing Track, AMA Summer Educators' Conference, Atlanta, GA. (August 2016).

Co-Chair for the Interorganizational Special Interest Group (IOSIG), American Marketing Association. (August 2014 - July 2015).

Track chair for Marketing Strategy track, AMA Winter Educators' Conference, San Antonio, TX. (February 2015).

Session Chair: New Directions in Business to Business Relationships Research, ISBM Conference, San Francisco, CA. (July 2014).

Session Chair: Emerging Perspectives in Customer Relationship Management, ISBM Conference, San Francisco, CA. (July 2014).

Track Chair: Business-to-Business Track, AMA Winter Educators' Conference. (February 2014).

Reviewer, Ad Hoc Reviewer, Journal of Service Research. (2013).

Reviewer, Ad Hoc Reviewer, AMA Summer Educators' Conference. (2008 - 2013).

Reviewer, Ad Hoc Reviewer, AMA Winter Educators' Conference. (2008 - 2013).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2008 - 2013).

Reviewer, Ad Hoc Reviewer, Decision Sciences. (2011 - 2012).

Session Chair: Systemic Perspectives on Buyer-Supplier Relationships, AMA Winter Educators' Conference, St. Petersburg, FL. (February 2012).

Session Chair: New Advances in Interorganizational Exchange, AMA Winter Educators' Conference, Austin, TX. (February 2011).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2008 - 2010).

Session Chair: New Facades in Channel Management, ISBM Conference, Boston, MA. (August 2010).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (2009).