

**Dr. Alok Kumar**  
University of Nebraska-Lincoln  
Marketing  
(402) 472-3378  
Email: akumar5@unl.edu

## **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**

Professor of Marketing, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2023 - Present).

Steve and Jennifer David Chair in Business, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2022 - Present).

Associate Professor of Marketing, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2015 - August 2023).

W. W. Marshall College Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2018 - August 2022).

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).

## **Licensures and Certifications**

Search Committee Certification, EAD, University of Nebraska-Lincoln. (June 30, 2017 - April 30, 2023).

## **Professional Memberships**

American Marketing Association. (2005 - Present).

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

## **Development Activities Attended**

Conference Attendance, "AMA Summer Educators' Conference," American Marketing Association, San Francisco, CA. (August 2023).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Nashville, TN. (February 2023).

Faculty Leadership, "2020 FLAIR (Faculty Leadership in Academia: from Inspiration to Reality) Program," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (January 2020 - December 2020).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, San Diego, CA. (February 2020).

Conference Attendance, "Marketing Strategy Consortium," Bloomington, IN. (March 2019).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Austin, Texas. (February 2019).

Conference Attendance, "ISBM Biennial Academic Conference," Institute for the Study of Business Marketing, Boston, MA. (August 2018).

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).

## **Awards and Honors**

Faculty Mentoring Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (May 2023).

Faculty Mentoring Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (April 2018).

## **TEACHING**

### **Teaching Experience**

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

GRBA 813, Managerial Marketing, 7 courses.

GRBA 890, Administrative Internship; Marketing, 4 courses.

MRKT 346, Marketing Channels Management, 19 courses.

MRKT 399, Special Project, 1 course.

MRKT 442, Marketing Management, 3 courses.  
MRKT 931, Marketing Channels Topical Seminar, 2 courses.  
MRKT 996, Directed Reading or Research, 4 courses.  
MRKT 998A, Seminar in Special Topics; Second Year Paper/Comp Exam, 3 courses.  
MRKT 999, Doctoral Dissertation, 20 courses.  
SCMA 346, Marketing Channels Management, 8 courses.  
SCMS 346, Marketing Channels Management, 4 courses.

## 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. *Legends in Marketing: Rajan Vardarajan*.

#### Refereed Journal Articles

Kumar, A., Shi, H., Skiba, J., Saini, A., Lu, Z. (in press). Impact of Buying Groups on Buyer-Supplier Relationships: Group-Dyad Interactions in Business-to-Business Markets. *Journal of Marketing Research*. DOI: <https://doi.org/10.1177/00222437231152207> (published online 1/7/2023)

Gupta, A., Kumar, A., Grewal, R., Lilien, G. (2019). Within-Seller and Buyer-Seller Network Structures and Key Account Profitability. *Journal of Marketing*, 83(1), 108-132. DOI: [doi.org/10.1177/0022242918812056](https://doi.org/10.1177/0022242918812056)

Wathne, K. H., Heide, J. B., Mooi, E. A., Kumar, A. (2018). Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. *Journal of Marketing Research*, 55(5), 704-721. DOI: [doi.org/10.1177/0022243718801325](https://doi.org/10.1177/0022243718801325)

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. DOI: [10.1509/jm.16.0335](https://doi.org/10.1509/jm.16.0335)

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

- Schaffer, K., Kashyap, V., Kumar, A., Hurtak, S. (2023). *Relational Norm Asymmetries in Buyer-Supplier Relationships*. Odense: EMAC Conference.
- Kumar, A. *Engaging External Stakeholders - Offshore Outsourcing*. Nashville, TN: 2023 Winter AMA Educators' Conference.
- Agarwal, R., Masato, A., Cannon, J. P., Kumar, A. (2022). *Buyer's Involvement in Developing Supplier Capabilities: The Role of Specialized Investments*. Chicago, IL: 2022 AMA Summer Academic Conference.
- Agarwal, R., Kumar, A. (2022). *Regulatory Focus in Key Accounts: The Buyer's Perspective*. Chicago, IL: 2022 ISBM Academic Conference.
- Agarwal, R., Kumar, A. (2022). *Emerging Perspectives in B2B Relationship Management*. Las Vegas, Nevada: 2022 AMA Winter Academic Conference.
- Somraj, S., Kumar, A., Saboo, A. (2021). *Alliance Portfolio Distance and Its Influence on IPO Performance*. 2021 AMA Winter Marketing Educators Virtual Conference.
- Kumar, A., Shi, H., Skiba, J., Saini, A. (2021). *Diverse Applications of B2B Marketing*. 2021 AMA Winter Marketing Educators Virtual Conference.
- Sen, A., Kumar, A. (2020). *How Platform Firms Manage Two-Sided B2B Online Electronic Markets*. San Diego, CA: 2020 AMA Winter Educators' Marketing Conference.
- Somraj, S., Saboo, A. R., Kumar, A. (2019). *When Does 'Distance' in Alliance Portfolios Matter to IPO Outcomes?*. Austin, TX: 2019 AMA Winter Marketing Educators' Conference.
- Kumar, A., Shi, H., Skiba, J., Saini, A. (2018). *Buyer Groups in Industrial Markets*. Boston, MA: Institute for the Study of Business Markets Academic Conference.
- Somraj, S., Saboo, A., Kumar, A. (2018). *Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes*. Boston, MA: Institute for the Study of Business Markets Academic Conference.
- 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

Schaffer, K. (Presenter & Author), Kashyap, V. (Author Only), Kumar, A. (Author Only), Hurtak, S. (Author Only), 2023 EMAC Annual Conference, "Relational Norm Asymmetries in Buyer-Supplies Relationships," Odense, Denmark. (May 2023).

Kumar, A. (Presenter & Author), 2023 Winter AMA Educators' Conference, "Engaging External Stakeholders - Offshore Outsourcing," American Marketing Association, Nashville, TN. (February 2023).

Kumar, A., Research & Publications Webinar Series, "Publishing in Top Journals," University of Nebraska at Omaha, Omaha, NE. (October 2022).

Agarwal, R. (Presenter & Author), Kumar, A. (Author Only), 2022 ISBM Academic Conference, "Regulatory Focus in Key Accounts: The Buyer's Perspective," Institute for the Study of Business Marketing, Chicago, IL. (August 2022).

Agarwal, R. (Presenter & Author), Masato, A. (Author Only), Cannon, J. P. (Author Only), Kumar, A. (Author Only), 2022 Summer AMA Conference, "Buyer's Involvement in Developing Supplier Capabilities: The Role of Specialized Investments," American Marketing Association, Chicago, IL. (August 2022).

Kumar, A. (Presenter & Author), Department of Marketing Virtual Research Seminar Series (Summer 2022), "1.Impact of Buying Groups on Buyer-Supplier Relationships: Group-Dyad Interactions in Business-to-Business Markets," J. Mack Robinson College of Business, Georgia State University. (June 2022).

Agarwal, R. (Presenter & Author), Kumar, A. (Author Only), 2022 AMA Winter Academic Conference, "Emerging Perspectives in B2B Relationship Management," American Marketing Association. (February 2022).

Kumar, A., "Group-Dyad Interactions in Business Markets," University of Wisconsin-Madison. (October 2021).

Kumar, A., China Marketing International (Virtual) Conference (CMIC), "Alliance Portfolio Distance & Its Influence on IPO Outcomes," City University of Hong Kong. (September 2021).

Kumar, A. (Presenter & Author), Ph.D. Seminar, "Transaction Cost Theory/B2B Research in Marketing," Baruch College, City University of New York, New York, NY. (March 2021).

Kumar, A. (Author Only), Somraj, S. (Presenter & Author), Saboo, A., 2021 AMA Winter Educators' Virtual Conference, "Alliance Portfolio Distance and Its Influence on IPO Performance," American Marketing Association, Virtual. (February 2021).

Kumar, A. (Author Only), Shi, H., Skiba, J., Saini, A., 2021 AMA Winter Educators' Virtual Conference, "Diverse Applications of B2B Marketing," American Marketing Association, Virtual. (February 2021).

Kumar, A., Research & Publications Webinar Series, "Group Purchasing Organizations: How and When Do They Facilitate Performance in Industrial Markets?," Indian Institute of Management Ahmedabad, Virtual. (October 2020).

- Kumar, A. (Presenter & Author), B2B Research Online Seminar Series (BROSS), "Buying Groups in the U.S. Healthcare Market: A B2B Perspective," B2BSIGs of EMAC (European Marketing Academy) and ANZMAC (Australian and New Zealand Marketing Academy), Virtual. (September 2020).
- Kumar, A., Research Seminar, "Buyer-Seller Relationships in B2B Markets," City University of Hong Kong, Virtual. (July 2020).
- Sen, A. (Presenter & Author), Kumar, A. (Author Only), 2020 AMA Winter Marketing Educators' Conference, "How Platform Firms Manage Two-Sided B2B Online Electronic Markets," American Marketing Association, San Diego, CA. (February 2020).
- Somraj, S. (Presenter & Author), Saboo, A. R. (Author Only), Kumar, A. (Author Only), 2019 AMA Winter Marketing Educators' Conference, "When Does 'Distance' in Alliance Portfolio Matter to IPO Outcomes?," American Marketing Association, Austin, TX. (February 2019).
- Kumar, A. (Presenter & Author), Shi, H. (Presenter & Author), Skiba, J. (Author Only), Saini, A. (Author Only), Institute for the Study of Business Markets Academic Conference, "Buyer Groups in Industrial Markets," ISBM, Boston, MA. (August 2018).
- Somraj, S. (Presenter & Author), Saboo, A. (Author Only), Kumar, A. (Author Only), Institute for the Study of Business Markets Academic Conference, "Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes," ISBM, Boston, MA. (August 2018).
- 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).
- Kumar, A., Research & Publications Webinar Series, "Interorganizational Governance," University of Illinois Urbana-Champaign, Champaign, IL. (October 2017).
- 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. (Presenter & Author), Kumar, A. (Author Only), Heide, J. (Author Only), Wathne, K. H. (Author Only), 2016 AMA Winter Educators' Conference, "Governing Channel Relationships through Selective Entry and Costly Exit," American Marketing Association, Las Vegas, NV. (February 2016).

Gupta, A. (Presenter & Author), Grewal, R. (Author Only), Lilien, G. (Author Only), Kumar, A. (Author Only), 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. (Author Only), Heide, J. (Author Only), Kumar, A. (Presenter & Author), 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, Reykjavík, Iceland. (2005).

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

## Media Contributions

### Internet

[https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Alok\\_Kumar](https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Alok_Kumar). Geico Car Insurance (August 2021).

[https://wallethub.com/cheap-car-insurance/nevada#experts=Alok\\_Kumar](https://wallethub.com/cheap-car-insurance/nevada#experts=Alok_Kumar). Cheap Car Insurance in Nevada (February 2021).

## 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. Current Status: Declined.

Qian, Y. (Principal Investigator), Lu, Z. (Co-Principal Investigator), Kumar, A. (Collaborator), Shi, H. (Collaborator), Xie, H. (Collaborator), "Investigating the impact of business-to-business (B2B) buying groups on buyer-supplier relationships in Healthcare Industry," Sponsored by Social Sciences and Humanities Research Council of Canada, Other Agencies, \$173,419.00. (2022 - 2027). Current Status: Awarded.

Kumar, A., "College of Business Dean's Office Faculty Research Grant," Sponsored by College of Business, University of Nebraska-Lincoln, Universities, \$4,500.00. (March 2020 - March 2021). Current Status: Awarded.

Kumar, A. (Investigator), Jayaraman, V. (Investigator), Kumar Dube, V. (Investigator), "Impact of Buyer Legitimacy on Supplier Fairness Perceptions And Relationship Outcomes," Sponsored by Bala and Vasantha Balachandran Faculty Research Grant Award, Universities, \$2,000.00. (November 2019). Current Status: Awarded.

### 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**

Invited, Faculty Fellow, 2023 AMA-Sheth Foundation Doctoral Consortium, American Marketing Association & Sheth Foundation. (December 2022).

2022 Louis W. Stern Award, American Marketing Association (AMA) Interorganizational SIG. (July 2022).

2020 Journal of Marketing Outstanding Reviewer Award, Journal of Marketing. (April 2021).

2020 AMA Marketing Research Most Productive List in Premier Journals (2011-2020), American Marketing Association. (January 2021).

Faculty Fellow, Marketing Strategy Consortium, University of Texas-Austin. (April 2020).

AMA Top 50 Marketing Authors Productivity List (2014-2019), American Marketing Association. (December 2019).

Faculty Fellow, Marketing Strategy Consortium, Indiana University. (2019).

Faculty Research Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (May 2019).

Nominated, 2018 Shelby D. Hunt/Harold H. Maynard Award, Journal of Marketing. (March 2019).

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

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

Seacrest Faculty Award, College of Business Administration, University of Nebraska-Lincoln. (May 2015).

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

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).

## **SERVICE**

### **University Service**

Committee Member, Marketing Graduate Committee. (August 2021 - Present).

Committee Member, General Committee. (August 2018 - May 2024).

First Year Paper Reviewer. (August 2023).

Committee Member, Research and Professorship Review Committee. (August 2021 - May 2023).

Second Year/Comprehensive Exam Paper Reviewer. (February 2023).

Committee Member, Evaluation Advisory Committee. (September 2021 - May 2022).

General Committee Chair Representative, Executive Committee. (August 2021 - May 2022).

Committee Chair, General Committee. (August 2021 - May 2022).

First Year Paper Reviewer. (August 2021).

Committee Member, Evaluation Advisory Committee. (September 2020 - May 2021).

Committee Chair, Marketing Graduate Committee. (August 2017 - May 2021).

Committee Member, Ph.D. Committee. (August 2017 - May 2021).

Committee Member, Associate Dean Search Committee. (January 2021).

Committee Member, Evaluation Advisory Committee. (September 2019 - May 2020).

Committee Member, Promotion and Tenure Committee, at-large Associate Professor. (August 2018 - May 2020).

Committee Member, Faculty Search Committee, Open Rank. (July 2019 - September 2019).

Committee Member, Evaluation Advisory Committee. (September 2018 - May 2019).

Committee Chair, Faculty Search Committee, Open Rank. (July 2018 - September 2018).

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

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

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

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

Committee Member, MBA/Masters Committee. (January 2017 - May 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 Reviewer. (May 2016).

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

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

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

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 Reviewer. (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).

## **Professional Service**

Editor, Associate Editor of Book or Journal, Journal of Marketing. (July 2022 - Present).

Chairperson, 2023 AMA Summer Academic Conference, TBA. (June 2022 - Present).

Editor, Associate Editor of Book or Journal, Journal of Academy of Marketing Science. (March 2021 - Present).

Editorial Review Board Member, Journal of the Academy of Marketing Science (JAMS). (May 2020 - Present).

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

Editorial Review Board Member, Asia Marketing Journal (AMJ). (April 1, 2021 - March 31, 2025).

Committee Member, 2022 Shelby D. Hunt/Harold H. Maynard Award Selection Committee. (2023).

Chairperson, 2023 Louis W. Stern Award Committee. (2023).

Editorial Review Board Member, Journal of Business Research. (January 2023 - June 2023).

Committee Member, 2021 AMA Louis Stern Award Committee. (2021).

Reviewer, Book Chapter, ISBM - Penn State University. (2021).

Doctoral Dissertation Competition, ISBM Doctoral Competition. (2021).

Editorial Review Board Member, Journal of Marketing. (January 2019 - December 2021).

Reviewer, Ad Hoc Reviewer, Production and Operations Management Journal. (February 2021).

Conference Program Chair, 2021 Winter AMA Marketing Educators' Conference, St. Petersburg, Florida. (July 2020 - February 2021).

Reviewer, Ad Hoc Reviewer, International Journal of Research in Marketing. (2019 - 2020).

Reviewer, Ad Hoc Reviewer, Journal of Retailing. (2019).

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

Conference-Related, AMA Summer Educators' Conference, Track Chair: Business-to-Business Marketing Track, Atlanta, GA. (2015 - August 2016).

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

Conference-Related, AMA Winter Educators' Conference, Track Chair for Marketing Strategy track, San Antonio, TX. (2014 - February 2015).

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

Conference-Related, ISBM Conference, Session Chair: Emerging Perspectives in Customer Relationship Management, San Francisco, CA. (2013 - July 2014).

Conference-Related, AMA Winter Educators' Conference, Track Chair: Business-to-Business Track. (2013 - 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).

Conference-Related, AMA Winter Educators' Conference, Session Chair: Systemic Perspectives on Buyer-Supplier Relationships, St. Petersburg, FL. (2011 - February 2012).

Conference-Related, AMA Winter Educators' Conference, Session Chair: New Advances in Interorganizational Exchange, Austin, TX. (2010 - February 2011).

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

Conference-Related, ISBM Conference, Session Chair: New Facades in Channel Management, Boston, MA. (2009 - August 2010).

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

## **Awards and Honors**

### **Scholarship/Research, Service, University**

2022 Louis W. Stern Award, American Marketing Association (AMA) Interorganizational SIG. (July 2022).