

# Dr. Karthikeyan Balakumar

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## PROFESSIONAL SUMMARY

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- Worked on thesis titled “Essays on the Manufacturer Encroachment Phenomenon” – dissertation defended successfully in August 2021
- Published in prestigious Journal of Retailing and Consumer Services- ABDC A category journal
- Gold medalist in Marketing from IIM Trichy (2014)
- 3-year work experience in the domains of sales, marketing, and operations management
- Speaker at TEDxIIMCalcutta-2021
- Proficient in quantitative techniques, and usage of R, Stata, MS Excel

## EDUCATION

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- **IIM Calcutta** Kolkata, India  
*PhD - Marketing - 7.63/9.00* June 2017 - Jan 2021
- **IIM Tiruchirappalli** Trichy, India  
*PGDM - Gold Medalist (Marketing) -3.35/4.33* June 2012 - March 2014
- **Madras Christian College** Chennai, India  
*B.Sc - Physics - 4.76/6.00* June 2008 - March 2011

## EXPERIENCE

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- **Vijay Patil School of Management** Navi Mumbai  
*Assistant Professor Marketing* Mar 2021 - Current
  - Taught courses such as Principles of Marketing and Marketing Research at the MBA level
  - Taught Managing Health-Care Services for PG students at the DY Patil School of Public Health
  - Taught Statistics for Lawyers at the DY Patil School of Law
  - Chairperson – Admissions and External Relations
  - Incharge - MBA Placements and Industry connect
  - Arranged 2 day Faculty development programme on Research methodology for DY Patil University Faculty
  - Floating Sales and Distribution Management and Advanced Market Research Methods as electives for MBA 2nd year Students
- **Dr. Agarwal’s Eye Hospitals** Lusaka, Zambia  
*Senior Operations Manager* Jan 2016 - May 2017
  - Championed the complete set-up of a state-of-the-art eye hospital at Dar es Salaam, Tanzania
  - Headed a tertiary eye hospital based in Lusaka, Zambia. Reported directly to CEO of the organization
  - Managed a team of 50 individuals. Was directly responsible for marketing, accounts, finance, HR management, PR, government relations, and strategy for the hospital and its feeder centers
  - Reported directly to the MD of the organization on all operations, marketing, and finance related issues
- **TTK Prestige** Tamil Nadu, India  
*Area Sales Manager* April 2014 - Dec 2015
  - Managed business development, sales, strategy, marketing, and visual merchandising of 120 stores located in 30 cities and towns spread across the Tamil Nadu and Pondicherry region
  - Established 24 new Prestige Smart Kitchen franchise outlets across Tamil Nadu
  - Was part of the Train the Trainer (TTT) programme initiative. Underwent training under expert team from Dale Carnegie India

## PUBLICATIONS - CURRENT

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- Coauthored a paper titled “Redesigning after-sales service: Impact on incumbent product distribution channels” in the Journal of Retailing and Consumer Services (ABDC A ranked journal) with Prof. Ritu Mehta (IIM Calcutta) in 2020
- Coauthored a case titled “Repositioning for success: The Lloyd’s acquisition by Havells India” with Dr. Prashant Mishra, Dr. Madhupa Bakshi, and Dr. Kumar Shreshtha
- Authored short stories on Padma Shri. Arunachalam Muruganantham (Padman) and Mrs. Rani Mularidharan to the book “Small Big Bang – Stories of 30 Die Hard Entrepreneurs” - An anthology of short stories on Indian Entrepreneurs edited by Ratan Mani Lal, Published by Grey Parrot Publishers in 2014

## PUBLICATIONS - PIPELINE

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- Paper titled “Adding Bricks to Bricks- Examining the Impact of Physical Brand Store Channel Introduction on Incumbent Third-Party Retailers” coauthored with Prof. Prafulla Agnihotri is in the Review and Resubmit Stage at the Journal of Retailing (ABDC A\*ranked journal)
- Paper titled “Removing Bricks by Bricks” coauthored with Akshay Narayanan (IIM Calcutta Doctoral Candidate) and Prof. Prafulla Agnihotri is currently under review at the Asia Pacific Journal of Marketing and Logistics (ABDC A ranked journal)
- Paper titled “Data Transparency in Health Governance: A Study of Two Indian States” coauthored with Dr. Anjali Rajan and Dr. Keerthi Pendyal (Jindal Global Business School) is in final stages of preparation
- Paper titled ”Regression Discontinuity- A Trump card in causal inference?” coauthored with Mr. Akshay Narayanan is currently under final stages of preparation for submission to the International Journal of Consumer Studies

## CONFERENCES ATTENDED

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- Karthikeyan Balakumar, Prafulla Agnihotri, Ritu Mehta, Debabrata Ghosh. Adding clicks to clicks: Exploring the impact of encroachment on online incumbents. 2021 AMA Summer Academic Conference, 13-15 August 2021.
- Karthikeyan Balakumar, Prafulla Agnihotri, Ritu Mehta, Debabrata Ghosh. Adding bricks to bricks: Understanding revenue impact of physical manufacturer encroachment on entrenched brick and mortar retailers. 2021 AMA Winter Academic Conference, 17-19 February 2021.
- Karthikeyan Balakumar Ritika Sharma. ”The Country of Destination Effect: An Umbra?” . 2018 Australia New Zealand Marketing Conference. (Paper was selected to conference)
- PAN IIM Conference- 2017 - An analysis of the indebtedness of ‘rural labour households’ SuganyaBalakumar, IIM Indore and Karthikeyan Balakumar, IIM Calcutta
- PAN IIM Conference- 2017 -Cyber Combat: An Exploratory Investigation into the Fake NewsEcosystem and its Implications for MarketingBhupesh Manoharan, Akshay Narayanan and KarthikeyanBalakumar,Indian Institute of management Calcutta

## WORKSHOPS ATTENDED

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- Utilising Natural Language Processing (NLP) workshop during the Marketing Research Pre-Conference workshop in the 2021 Winter AMA
- One Day Theory Construction Workshop organised by Dr. Ajay Kohli (Regents’ Professor and Gary T. and Elizabeth R. Jones Chair at Georgia Tech.at IIM Calcutta)
- Professional development workshops on (1) Technology at Bottom of Pyramid, and (2) Coping with Academic Stress at the 5th Pan IIM Conference

## HONORS AND AWARDS

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- Awarded the Gold Medal for Academic Proficiency in Marketing by the Indian Institute of Management, Trichy in 2014
- Was part of the team of four that received the prestigious Association for Consumer Research (ACR) Grant of USD 2000 for the group project titled “The Outcaste becomes the Guru- A Unique Case of Indignation Entrepreneurship” to conduct Transformative Consumer Research (TCR)
- Won the ‘Best Emerging Market Case’ award at the Third FIIB Katastasi international case writing competition along with student Ms. Deepmala Sharma (MBA 2023 Batch at VPSM)

## STUDENT LEADERSHIP

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- Served as the placements and alumni representative for Doctoral Students at IIM Calcutta
- Co-founder-President of the Pet Pals of IIM Calcutta (one of the top ranked student clubs at IIM C) between 2018 and 2020