

DR. NIRAJ KUMAR

Senior Professor, and Dean

Brief Profile

I am an academician with an excellent academic background and more than 20 years of experience in teaching, research, training and advisory service. Inclusive marketing and empowerment of those at the bottom of the pyramid of our society have been the focused concern of my professional life. Competencies in developing new courses or improving existing courses as per the demand of time and their innovative delivery have been my specialisation. Encouraging feedback and request for repeat trainings of tailor-made modules from different development organisations and government agencies are testimony of my training skills. I have published my research papers in journals of international repute. Proven skills in writing proposals for trainings, research grant, and advisory assignments have helped me in acquiring new projects from the respective sponsoring organizations. I love to take new assignments, which are challenging and are in line of ultimate objective “to better the society”.

Areas of Expertise

Rural Marketing
Agriculture and Food Marketing
Inclusive Marketing

Innovation Management and Market
Agriculture Value-Chain
Sustainability and Business

ACADEMIC EXPERIENCE - TEACHING

Professor - Xavier Institute of Management, (Xavier University), Bhubaneswar (Jan, 2013 – 15th July, 2018)

Associate Professor - Xavier Institute of Management, Bhubaneswar (Jan, 2006 – Dec, 2012)

Assistant Professor - Xavier Institute of Management, Bhubaneswar (20th Dec, 2004 – Dec, 2005)

Lecturer – Indian Institute of Forest Management, Bhopal (July, 1994 – 17th Dec, 2004)

- **Teaching:**
 - Developed and taught new course “Innovation Management and Market”, “Sustainability and Business”, and “Rural Marketing Communication”, Community Mobilisation and Institution Building” to the Post-graduate students of management.
 - Taught courses namely, Introduction to Marketing; Agriculture Output and Food Marketing; Rural Marketing, Marketing Communication (includes Development Communication); Corporate Social Responsibility, to Post-graduate students of Management.
- **Guided Doctoral Dissertation**

- Thesis title 'Stakeholder Influence on Corporate Environmental Responsibility: Cases of Mining Organisations in Odisha, India' (Degree awarded in 2015)
- Thesis title 'A Study of Eco-development Programme in Ratapaani Wildlife Sanctuary in Madhya Pradesh, India' (Forest Research Institute (Deemed University) Dehradun, Degree awarded in 2009)
- **Introduction of RLLE in Course Curriculum**
 - Was the member of the team that planned, coordinated with NGO partners, and introduced a new component in the course- curriculum namely Rural Living and Learning Experience (RLLE). Under this component of the course students are expected to stay in villages for 4 weeks and complete the given assignments.
- **Guided Post Graduate Research Project**
An independent research Project on 'Value-chain Analysis of Turmeric'.
- **Visiting Professor:**
 - Indian Institute of Management, Lucknow:
 - Faculty of Management, Utkal University, Bhubaneswar:
 - Narsee Monjee Institute of Management Studies (NMIMS), Hyderabad
 - Birla Institute of Management and Technology (BIMTECH), Bhubaneswar:

SELECTED RECENT PUBLICATIONS

- **Have been publishing articles in Journals of international and national repute. Following is the List of some of the related publications:**
 - Kumar, N., and Ray, S. (2018) "Attitude towards soft drinks and its consumption pattern: a study of Gen Y consumers of India", *British Food Journal*, Vol. 120, No. 2, pp. 355 - 366. (An Emerald Publication)
 - Kumar, N. and Kapoor, S. (2017) "Do labels influence purchase decisions of food products? Study of young consumers of an emerging market ", *British Food Journal*, Vol. 119, No. 2, pp. 218 – 229. (An Emerald Publication)
 - Kumar, N. and Anand, S. (2016) "The Attitude of Indian Youth Toward Nutrition: Factors, Segments, and Implications", *Journal of Food Products Marketing*, Vol.22, No. 8, pp. 967-985. (A Taylor & Francis Publication).
 - Kapoor, S. and Kumar, N. (2015) "Use and Contribution of Information Sources in Buying Process of Agri-inputs by Farmers in India" *Journal of Agricultural & Food Information*, Vol. 16, No. 2, pp. 134 - 150. (Taylor & Francis Publication)

- Maurya, U.K., Mishra, P., Anand, S. and Kumar, N. (2015) "Corporate identity, customer orientation and performance of SMEs: Exploring the linkages", *IIMB Management Review*, Vol. 27, No.3, pp. 159 – 174 (An Elsevier Publication)
- Kumar N. and Kapoor, S, (2014) "Study of Consumers' Behavior for Non-Vegetarian Products in Emerging Market of India" *Journal of Agribusiness in Developing and Emerging Economies*, (Vol. 4, No. 1, pp 59 – 77. (Emerald Publication)
- Kumar, N, (2012) "Learning Contract Farming: The Banana Way", *International Journal of Rural Management*, October 2011, vol. 7 no. 1-2, pp 121-131. (Sage International Publication)

ACADEMIC EXPERIENCE - TRAINING

- **Have done Training Need Analysis, Developed Module, Conducted Training (as Coordinator)**

Name of the Training	Sponsoring Agency	Training Participants
One day Training Module on "Media Management" for in-service senior forest officers (IFS)	Indira Gandhi National Forest Academy, Dehradun	Senior officers from different states
Rural Marketing and Management Skills	India Post, GoI	Middle level officers of India Post
Communication strategy for participatory forest management	National Afforestation and Eco development Board, MoEF, GoI	Forest officers, NGOs' representatives of Odisha
Training of Trainers	Odisha Forestry Sector Development Project, A JICA sponsored project	Forest Officers from the state of Odisha
Art of Interacting with Print and Electronic Media	MoEF & CC, GoI	Senior Forest Officers (IFS) from across the country
Corporate Social Responsibility	National Thermal Power Corporation (NTPC)	Middle level executives of NTPC

- **Developed Module, Conducted Training, Provided Handholding for 4 Months and concluded with Finishing Training (as Coordinator)**

Name of the Training	Sponsoring Agency	Training Participants
Project Planning and Management	Integrated Coastal Zone Management Project, Odisha	Nodal officers from participating departments

- **Developed Module, Conducted Training on Request (as Coordinator)**

Name of the Training	Sponsoring Agency	Training Participants
Effective Management Skills	Brahmni River Pellets Limited, Bhubaneswar	Middle level managers of the company
Basic Management Skills	Brahmni River Pellets Limited, Bhubaneswar	Junior Managers (new recruits of the company)
Training of Trainers	OFSDP, Bhubaneswar, A JICA sponsored project	Field level senior functionaries of Odisha Forest Department
Wildlife Crime Control, Investigation, Detection, Intelligence Gathering and Prosecution	Wildlife Division, Ministry of Forests and Environment, Govt. of Odisha	Forest Officers of Wildlife division.
Essential Managerial Competencies	Indira Gandhi National Forest Academy, Dehradun	Probationer officers of Indian Forest Service
Effective Interpersonal Communication and Leadership Skills	Dept. of Soil Conservation & Watershed Development, GoO	District level Field Level Officers of the Department
Extension Strategy for Forest Officers	MoEF, Govt. of India	Senior Forest Officers from across the country
Conflict Management in Participatory Natural Resource Management	MoEF, Govt. of India	Senior Forest Officers from across the country
Fundamentals of management in community-based natural resource management project	OFSDP, Bhubaneswar, A JICA sponsored project	Field level senior functionaries of Odisha Forest Department

- **Facilitated sessions in other trainings as the session facilitators on the subjects related to Rural Development, Development Communication, and Management Issues in Natural Resource Management.**

ACADEMIC EXPERIENCE (RESEARCH)

- **Wrote Proposals for Funding, Conducted Research, and Published in Reputed Journals**

Title of the Research	Sponsoring Agency	Status
Issues and Potential of Coconut Production and Marketing in Odisha	Coconut Development Board, GoI, Kochi, India	-Report submitted -Published in reputed journal
Study of Consumers Behavior for the Vegetarian and Non-Vegetarian products	Xavier Institute of Management, Bhubaneswar	-Report submitted - Published in reputed journal (3 publications)
A Study of Farmers Purchase Behavior of Agri-inputs in India	Xavier Institute of Management, Bhubaneswar	-Report submitted - Published in reputed journal (3publications)
Food Labels- Does it Matter? A study of Indian Youth	Xavier Institute of Management, Bhubaneswar	-Report submitted -Published in reputed journal
A study of participatory forest management in Mandla District of Madhya Pradesh	National Centre for Afforestation and Eco-development Board, MoEF, GoI, New Delhi	-Report submitted - Published in reputed journal (2 publications)
Status of Corporate Social Responsibility in Mining sector in Orissa	Partners in Change, New Delhi	-Report submitted

ACADEMIC EXPERIENCE (CONSULTANCY)

- **Written Proposals, Prospected, and Concluded the Project**

Title of the Research	Sponsoring Agency
Evaluation of Capacity Building Interventions of Orissa Forestry Sector Development Project (OFSDP)	Odisha Forestry Sector Development Project, A JICA sponsored project, Bhubaneswar
Study of status of Transgender Persons in the state of Odisha	SSEPD, Govt. of Odisha, Bhubaneswar
Perspective plan, Organisational Structure, and Manpower Plan for the CDA	For Chilika Development Authority (CDA), Govt. of Odisha
Media Strategy for Odisha Forest Department	Odisha Forestry Sector Development Project, A JICA sponsored project, Bhubaneswar

Internal Communication Strategy for Orissa Forest Department	Orissa Forestry Sector Support Programme, A DFID supported project
Development of Tools for Capacity Mapping of Facilitating NGOs for OTELP Plus	Odisha Tribal Empowerment and Livelihood Project, Bhubaneswar
Capacity Mapping and Shortlisting of NGOs	Integrated Tribal Development Agency, ITDA, SC & ST Development department, Govt. of Odisha
Identifying Entry Point Knowledge Level, Developing Appropriate Test, and Conducting same for Potential Scientists and Engineers	Orissa State Pollution Control Board, Govt. of Odisha
Perspective Planning and Organisational structure for Odisha Remote sensing and Application Centre	ORSAC, Department of Science and Technology, Govt. of Odisha

EDUCATION

- Online Course on “**Subsistence Marketplaces**” an online non-credit course authorized by University of Illinois and offered through Coursera (2016).
- **Ph.D.** Extension Education, Indian Veterinary Research Institute, India, **1st Div.** (1998)
- **M.Sc.** in Agriculture Communication and Extension, G. B. Pant University of Agri. and Tech. India, **1st Div.** (1992)
- **B.Sc. Agri. & AH (Honours)**, G. B. Pant University of Agri. and Tech. India, **1st Div.** (1989)
- **Intermediate of Science** (equivalent to +2), Bihar Intermediate Council, **1st Div.** (1984)
- **Matriculation** (equivalent to 10th), Bihar School Examination Board, **1st Div.** (1982)

ACADEMIC AND PROFESSIONAL RESPONSIBILITIES

- **Reviewer of Journals:**
 - Asian Journal of Management Cases (Sage Publication)
 - British Food Journal (Emerald Publication)
 - Journal of Product and Brand Management (Emerald Publication)
 - Journal of Rural Studies (Elsevier Publication)

- **Member:** Working group on Postal Sector for 12th Five Year Plan, Planning Commission, Govt. of India
- **Programme Coordinator:** Postgraduate Programme in Rural Management, XIMB, (May 2012 – April 2014)
- **Area Chairman:** Rural Management Area, XIMB, (May 2012 – May 2013)
- **Member:** Placement Committee (2005 to 2015); Management Development Committee (May 2011 – Present)

SEMINAR AND CONFERENCES ORGANISED / PARTICIPATED

- **Have Planned and Conducted the Following Seminars / Workshop**
 - National Workshop on “**Productivity and Marketing of Bamboo and It’s Products**” 12th Feb, 2009 (Coordinator)
 - National Workshop on “**Role of Forest Development Corporations in Three Bottom-Line Sustainability: Issue and Potential**” 24 – 25th September, 2012 (Coordinator)
 - National Symposium on **Rural Management** 9 – 10th Nov. 2012 (Co- Coordinator)
- **Have Participated In International and National Seminar /Conferences as Chairman of Session/ Paper Presenter/ Participants.** Recent Participations:
 - “International Conference on Agribusiness in Emerging Economies” held in Institute of Rural Management, Anand (5-6th January, 2016) and presented a paper entitled “Farmers’ preferences for product attributes: implications for customer-centric marketing of agri-inputs in an emerging market”.
 - “International Extension Education Conference 2016 on Education, Research and Services” held in Institute of Agriculture Science, Banaras Hindu University, Varanasi (27-30th January, 2016) and presented a paper “Branding of Agriculture Education in India” as a lead speaker.
 - Paper entitled “Farmers’ preference for product attributes: implications for customer-centric marketing of agri-inputs in an emerging market” accepted for presentation in International Conference on Responsible Marketing (23– 24th January, 2017), organized by XLRI, Jamshedpur.

AWARDS AND SCHOLARSHIP

- **University Merit Certificate:** During graduation
- **UNDP/ ICAR Fellowship:** During post-graduation
- **ICAR Senior Research Fellowship:** During the doctoral programme

PERSONAL DETAILS

- **Date of Birth:** 01.04.1968
- **Nationality:** Indian
- **Marital Status:** Married

ACADEMIC PUBLICATIONS

- **Published my academic articles in Journals of international and national repute (Scopus listed), popular scientific publication, books and Newspapers. (List enclosed).**

List of Publications:

Peer Reviewed Publications

Kumar, N., and Ray, S. (2018) "Attitude towards soft drinks and its consumption pattern: a study of Gen Y consumers of India", *British Food Journal*, Vol. 120, No. 2, pp 265 - 273. (An Emerald Publication)

Kumar, N., and Kapoor, S. (2017) "Extensiveness of Farmers' Buying Process of Agri-inputs in India: Implications for Marketing", *Journal of Agribusiness in Developing and Emerging Economies*, Vol. 7, No.1, pp. 35 - 51 (An Emerald Publication)

Kumar, N. and Kapoor, S. (2017) "Do labels influence purchase decisions of food products? Study of young consumers of an emerging market", *British Food Journal*, Vol. 119, No. 2, pp. 218 – 229. (An Emerald Publication)

Kumar, N. (2016) "Finding Plausible Option for Revitalising Agricultural Higher Education in India: A Systematic Review", *Journal of Higher Education Policy and Management*, Vol. 38, No. 6, pp. 676 – 689. (A Taylor & Francis Publication)

Kumar, N. and Anand, S. (2016) "The Attitude of Indian Youth Toward Nutrition: Factors, Segments, and Implications", *Journal of Food Products Marketing*, Vol.22, No. 8, pp. 967-985. (A Taylor & Francis Publication).

Kumar, N., and Kapoor S. (2015) "Does the consumers' buying behavior differ for vegetarian and non-vegetarian food products?: Evidences from an emerging market" *British Food Journal*, Vol. 117, No. 8, pp. 1998 – 2016. (An Emerald Publication)

Kapoor, S. and Kumar, N. (2015) "Fruits and Vegetables Consumers' Behavior: implications for Organized Retailers in Emerging Markets" *Journal of International Food and Agribusiness Marketing*, Vol 27, No. 3, pp. 203 – 227. (Taylor & Francis Publication)

Kapoor, S. and Kumar, N. (2015) "Use and Contribution of Information Sources in Buying Process of Agri-inputs by Farmers in India" *Journal of Agricultural & Food Information*, Vol. 16, No. 2, pp. 134 - 150. (Taylor & Francis Publication)

- Maurya, U.K., Mishra, P., Anand, S. and Kumar, N. (2015) "Corporate identity, customer orientation and performance of SMEs: Exploring the linkages", *IIMB Management Review*, Vol. 27, No.3, pp. 159 – 174 (An Elsevier Publication)
- Kumar N. and Kapoor, S, (2014) "Study of Consumers' Behavior for Non-Vegetarian Products in Emerging Market of India" *Journal of Agribusiness in Developing and Emerging Economies*, (Vol. 4, No. 1, pp 59 – 77. (Emerald Publication)
- Kumar N. and Kapoor S. (2014) "Decision-Making Choices: Prioritization Predicaments in Agribusiness" *Journal of Case Research*, Vol. 5, No. 1, pp 28 – 48. (XIMB Publication)
- Kumar N. and Mohapatra S. (2014) "The Case of the Frustrated Project Coordinator" *Vilakshan, XIMB Journal of Management*, Vol. 11, No. 1, pp 143 – 156. (XIMB Publication)
- Ganesh, S.S. and Kumar N. (2013) "Turnaround Challenges of a State-Owned Enterprise: A Case Study of Orissa Remote Sensing Application Centre, India" *Asian Journal of Management Cases*, Vol. 10, No.2, pp. 163 - 177. (Sage International Publication)
- Kumar, N, (2012) "Learning Contract Farming: The Banana Way", *International Journal of Rural Management*, October 2011, vol. 7 no. 1-2, pp 121-131. (Sage International Publication)
- Sindhi, S. and Kumar, N. (2012) "Corporate environmental responsibility – transitional and evolving", *Management of Environmental Quality: An International Journal*, Vol. 23 No.6, pp.640 – 657. (Emerald Publication)
- Kumar, N., Kapoor, S. and Jayalakshmi (2011) "Why are we not numero uno? " *Journal of Case Research*, Vol.2, No. 1 pp 23 – 41. (XIMB Publication)
- Kumar, N., Kapoor, S. (2010) "Value Chain Analysis of Coconut in Orissa", *Agricultural Economics Research Review*, Vol. 23, Conference No., pp. 411-418 (Agriculture Economics Research Association)
- Kumar, N., Moghe, S. (2010) "Is formal Institution Necessary for Forest Management? A Case Study from Madhya Pradesh, India", *International Journal of Development and Social Research*, Vol. 1 No. 2. Pp 91 – 102 (XIMB Publication)
- Kumar, N. (2008) "A tale of Two Samitis", *Vilakshan*, Vol IV, No. 2, pp 211 - 217. (XIMB Publication)
- Kumar, N. and Bakshi, S. (2002) "Making and Breaking a Community Forestry Institution: A Case Study", *Forest, Tree and Livelihood*, Vol 12, No. 3, pp 165 - 174 (Taylor and Francis Publication)
- Kumar, N. (2000) "A Tryst with PRA, *Journal of Extension System*", Vol 16. No. 2, pp 23 - 32.
- Kumar, N. (2000) "All is not green with JFM, *Forest Trees and People Newsletter*", No. 42, pp 46 -51. (FAO Publication)
- Kumar N. and Kaul, P.N. (2000) "Operational Environment in a Slaughterhouse: A Macro- level Case Study", *Indian Journal of Animal Research*, Vol –34, No. 1 pp 1 –4. (ARCC Publication)
- Kumar N.j and Kaul P. N. (2000) "Status in Organisation: Case Study of an Abattoir", *IASSI Quarterly*, Vol 19 No. 1, pp 118 - 127. (Indian Association of Social Science Institutions Publication)
- Kumar N. and Kaul P. N. (1999) "Communication patterns in a Slaughterhouse: A Case Study", *Interaction*, Vol 17, No. 1& 2. pp- 96 - 115
- Kumar, Niraj (1998) "Prospects and Problems in the Educational Media: Case study of an Agricultural University", *Indian Educational Review*, Vol. 34, No. 2, pp 90 –98.

Kumar, Niraj and Kaul, P.N. (1998) "Norms in Slaughterhouse: A Case Study", *Trends in Social Science Research*, Vol 5, No. 2.

Kumar, N. (1998) HRD for Rural Development, *Indian journal of Training and Development*, Vol 28 No. 3, pp 66-71.

Kumar, N. and Kumar, B. (1997) Relevance of post-Graduate Degree in Agriculture Communication: A Case Study, *Journal of Extension System*, Vol. 12, No. 1, pp 150- 159.

Kumar, N. (1997) Profile of the Teachers of an Agricultural University, *Journal of Extension Education*, Vol. 8 No.2, pp - 1697-1700

Kumar, B. and N. Kumar (1994) Training Farmers through Video, *Indian Journal of Adult Education*, Vol. 55 No.3, pp 77-84

Kumar, N. and J. D. Tripathi (1993) Profile and Potentials of Media Utilization: A Study on the Teachers of Agriculture University, *Media and Technology for Human Resource Development* Vol. 5 No.2, pp - 163-168

Chapters in Book:

Kumar, Niraj (2015) Organic Turmeric from Eastern India - healthy spice and healthy earnings' in (Editors: Malcolm Harper, John Belt, Rajeev Roy) entitled "*Commercial and Inclusive Value Chain: Doing Good and Doing Well*", Practical Action Publishing, UK.

Kumar, Niraj (2007) WAC, A Teacher's Perspective, Chapter in *Communication for Management: Teaching and Research in Indian B-Schools* (Eds. Raina, R.L., and Priya, P.) Ess Ess Publication, New Delhi.

Kumar, Niraj (1996) Human Elements in Organisation, Chapter in *The Hindu Speaks on Management*, pp. 173-176, Madras, Kasturi & Sons Ltd.

Tandon, Niti and Niraj Kumar (1995) A study on Employment status and Income generating Activities of Socially Underprivileged Slum Women, Chapter in *The Family In a Changing World* (ed. R. C. Herdia and E. Mathias), New Delhi, Indian Social Institute.

Popular Articles: (in scientific and thematic publications)

Kumar, Niraj (1999) Lone Crusader, *Down to Earth*, Vol 8, No. 4, pp 49- 50

Kumar, Niraj (1998) Be careful, PRA is not so easy, *Wastelands News*, vol 14, No.1 pp 31- 32.

Kumar, Niraj (1997) PRA – A Myth of Reality, *Wastelands News*, Vol XII, No. 4, pp 19 -20

Kumar Niraj and J. D. Tripathi (1997) Constraints in the Use of Educational Technology in Agricultural Education, *University news*, Vol. 38, No. 3, pp 11-13

Kumar, Niraj and O. P. Mishra (1996) Approaches to Rural Development: Indian Experiences, *Khadi Gramodyog, the journal of rural economy*, Vol. 42No. 8, pp - 358-364.

Thematic Articles In Newspapers

Kumar, Niraj (2010) FDI in Retail, The Ground Realities, *The Hindu Business Line*, 31st August, 2010

Kumar, Niraj (2010) How about Agri-Tourism, *The Hindu Business Line*, 6th July, 2010, Kolkata

Kumar, Niraj (2010) CSR as Consumer Social Responsibility, *Economic Times*, March, 30th New Delhi

Kumar Niraj (1995) Selling the Concept of Training, *The Hindu*, 16th Dec. New Delhi

Kumar Niraj (1995) Giving Impressive Interviews, *Free Press*, 5th May, Indore

Kumar Niraj (1994) Distance Education for Rural Development, *Free Press*, 20th Dec. Indore

Kumar Niraj (1994) Adding Colour to Teaching, *The Hindu*, 15th Feb. New Delhi
