



### **Kumar Rakesh Ranjan**

Professor – Speciality: Marketing

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**Kumar Rakesh Ranjan** is a Professor in Marketing at the EDHEC Business School. He has worked at the Business School, Univ. of Queensland (Australia), and the IIMs at Calcutta and Trichy (India). His research is focused on co-creation of value, performance of frontline employees and salesforce, service interaction, e-WoM and social media. His research has appeared in the *Journal of the Academy of Marketing Science*, *Journal of Services Marketing*, *Journal of Business Research*, *Journal of Interactive Marketing*, *Rutgers Business Review*, *European Journal of Marketing*, *Industrial Marketing Management*, and *Journal of International Management* among others. He has taught courses such as Marketing Management, Marketing Research, Sales and Distribution Management, Consumer Behavior, Integrated Marketing Communication, and Research Methods across the MBA, EMBA, and Doctoral Programs. His teaching cases have been published and distributed by Ivey, and HBS/IIM Bangalore. Rakesh did his FPM (~PhD) in 2014 from the Indian Institute of Management Bangalore.

## **EDUCATION**

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- 2014 **Fellow Program in Management**  
Indian Institute of Management, Bangalore
- 2005 **Post-Graduate Diploma in Rural Management**  
Institute of Rural Management, Anand
- 2003 **Bachelor of Engineering (Mechanical)**  
National Institute of Technology, Patna

## **ACADEMIC EXPERIENCE**

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- 09/21- **Professor of Marketing**, EDHEC Business School Lille
- 07/18-06/21 **Sr. Lecturer (Marketing)**, Business School, Univ. of Queensland.
- 01/16-06/18 **Assistant Professor (Marketing)**, IIM Calcutta.
- 03/14-12/15 **Assistant Professor (Marketing)**, IIM Trichy.

## PROFESSIONAL EXPERIENCE

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- 03/08-05/09 **Manager.** WIPRO Consumer Care Ltd.  
07/06-03/08 **Sales Manager.** Godrej Ltd.  
05/05-06/06 **Senior Sales Executive.** GCMMF Ltd.

## REFEREES PUBLICATIONS

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- Dash, R., Ranjan, K.R. and Rossmann, A., 2021. Dropout management in online learning systems. *Behaviour & Information Technology*, pp.1-15.
- Brodie, R.J., Ranjan, K.R., Verreynne, M.L., Jiang, Y. and Previte, J., 2021. Coronavirus crisis and health care: learning from a service ecosystem perspective. *Journal of Service Theory and Practice*.
- Ranjan, K. R., Rohit, S., Dash, R. & Singh, R. (2021). Role of Beneficiary in Policy-Based Healthcare Service Delivery in Bottom of the Pyramid Market. *Journal of Marketing Management*.
- Friend, S.B., Johnson, J. S. and Ranjan, K.R (2020). An antecedent and contingent outcome model of fail fast strategy in sales force management. *Industrial Marketing Management*, 87, 106-116.
- Ranjan, K. R., & Friend, S. B. (2020). An integrative framework of sales ecosystem well-being. *Journal of Personal Selling & Sales Management*, 1-17.
- Ranjan, K. R., Dash, R., Sugathan, P., & Mao, W. (2020). Effect of frontline employee's hope and consumer failure during consumer created emergencies. *Journal of Service Theory and Practice*.
- Sugathan, P & Ranjan, K.R (2020). When co-production fails: the role of customer's internal attributions and impression management concerns. *Journal of Business Research*. 121, 535-548.
- Ranjan, K. R., Dash, R., & Rayangoudar, V. (2020). Social relationship cycle for managing small intermediary businesses: Evidences from India. *Industrial Marketing Management*, 91, 411-428.
- Friend, S.B., Ranjan, K.R. and Johnson, J.S. (2019). Fail fast, sell well: The contingent impact of failing fast on salesperson performance. *Industrial Marketing Management*.
- Sugathan, P., and Ranjan, K.R. (2019). Co-creating tourism experience. *Journal of Business Research*, 100, 207-217.
- Read, S., Michel, S., Schumann, J.H., & Ranjan, K.R. (2019). Pricing co-created value: an integrative framework and research agenda. *AMS Review*, 1-29.
- Ranjan, K. R., & Read, S. (2019). Bringing the individual into the co-creation of value. *Journal of Services Marketing*.
- Dash, R. and Ranjan, K.R. (2018). An Effectual–Causal View of Managerial Decisions in the Internationalization of Indian MNEs. *Journal of International Management*, 25(1), 101-20.
- Jha, S., Balaji, M., Ranjan, K.R. and Sharma, A. (2018). Effect of service-related resources on employee and customer outcomes in trade shows. *Industrial Marketing Management*, 76, 48-59.
- Sugathan, P., Rossmann, A. and Ranjan, K.R. (2018). Toward a conceptualization of perceived complaint handling quality in social media and traditional service channels. *European Journal of Marketing*, 52 5/6: 973-1006.

- Ranjan, K. R., & Read, S. (2017) The Six Faces of Value Co-creation: A Field Guide for Executives. *Rutgers Business Review*, 2(1). 23-31.
- Sugathan, P., Ranjan, K.R. and Mulky, A.G. (2017). Atypical shifts post-failure: influence of co-creation on attribution and future motivation to co-create. *Journal of Interactive Marketing*, 38 64-81.
- Sugathan, P., Ranjan, K.R. and Mulky, A.G. (2017). An examination of the emotions that follow a failure of co-creation. *Journal of Business Research*, 78 43-52.
- Rossmann, A., Ranjan, K.R. and Sugathan, P. (2016). Drivers of user engagement in eWoM communication. *Journal of Services Marketing*, 30 5: 541-553.
- Ranjan, K.R., Sugathan, P. and Rossmann, A. (2015). A narrative review and meta-analysis of service interaction quality: new research directions and implications. *Journal of Services Marketing*, 29 1: 3-14.
- Ranjan, K.R. and Read, S. (2014). Value co-creation: concept and measurement. *Journal of the Academy of Marketing Science*, 44 3: 290-315.

## TEACHING CASES

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- Ranjan, K. R. and Sista, S. Country Petroleum Corporation: INSICIDE. 2018 *IIM Calcutta case repository*.
- Ranjan, K. R. and Shainesh G. 2014. [Expansion dilemma at Grameen Financial Services Limited](#). *IIM Bangalore/HBP case*.
- Ranjan, K. R. and Shainesh G. 2014. [GDN: Supporting Policy Research to Inform Agricultural Policy in Sub-Saharan Africa and South Asia](#). *IIM Bangalore/HBP case*.
- Ranjan, K. R. (2010) [Sampoorn Foods and Feeds](#). *Ivey Publishing*

## AWARDS AND GRANTS

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- 2020 AUD 22,000 awarded for three research publication for the year 2019 UQ Business School.
- 2019 AUD 26,000 awarded for three research publication for the year 2018 UQ Business School.
- 2018 The SEF/Neil Rackham Research Grant Award, “Failing Fast: Assessing the Contingent Benefits of Salesperson Failing Fast on Performance and Attitudinal Outcomes.” (USD 5000); (with, Scott B. F. and Johnson J.S)
- 2018 AUD 10,000 UQ Business School Start-up grant.
- 2018 AUD 5,000 for the project, Micro-foundations of value co-creation UQ Business School.
- 2016 The nature and extent of institutional voids: signals from retail penetration across distinct product categories in India, IIM Calcutta, INR 300000
- 2014 Research grant (€3000) for research in the domain of eWoM Reutlingen University, Germany.
- 2014 Research grant (INR 85,000) for research project “Value Co-creation: Towards a theory of nested states”. IIM Trichy.
- 2013 Travel Grant for The Academy of Marketing Science for participation at the AMS Annual Meeting. Monterey, USA.
- 2012 Best reviewer award. International Management Division of the Academy of Management. Annual Meeting. Boston, USA.
- 2012 Best paper award. Channels in Emerging Economy Context: Definition, Institutional Complexity, and Performance Issues. Doctoral Colloquium, IIM Ahmedabad.