

ATUL KUMAR

Assistant Professor,
MICA, Ahmedabad

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EDUCATION

2016 – 2022	Ph.D. (Marketing) Indian Institute of Management Ahmedabad, India
2013 – 2015	MBA Symbiosis Institute of Business Management, Pune, India
2007 – 2011	B.Tech. (Computer Science) Cochin University of Science and Technology, Cochin, India

PROFESSIONAL EXPERIENCE

2026 – Present	Assistant Professor, MICA
2021 – 2026	Assistant Professor, AMSOM, Ahmedabad University
2015 – 2016	Business Associate, ICICI Prudential Life Insurance Company Limited
2011 – 2012	Associate Software Engineer, Accenture Services Private Limited

RESEARCH FOCUS

Theoretical: Attachment Theory, Appraisal Theories of Emotion, Consumer Culture Theory

Substantive: Awe, Joint Consumption, Indian Consumer Culture

Methodological: Experiments, Qualitative

PUBLICATIONS

Atul Kumar, Amogh Kumbargeri, Shailendra P. Jain, Sukriti Sekhri, Yash Chakravarty, Arvind Sahay (2023). “Feeling Awe, Choosing Right: Awe Leads to Mindful Consumer Choices,” Advances in Consumer Research (Proceedings of Association for Consumer Research Conference, October 26-28, 2023, Seattle), 51. (**ABDC B**)

UPCOMING PUBLICATIONS

Srinwanti Chaudhury, Amogh Kumbargeri, **Atul Kumar** (2024). “Too Hallowed to Hesitate: The Effect of Awe on Embarrassing Purchases,” *Advances in Consumer Research* (Proceedings of Association for Consumer Research Conference, September 25-31, 2024, Paris), 52. (ABDC B)

AWARDS AND HONOURS

- **URB seed grant 2022, Ahmedabad University**, of INR 200000 for the research proposal titled “The effect of attachment security on consumers’ price sensitivity.”
- **Sethuraman NASMEI Research Grant Award 2020** of INR 75000 for the research proposal titled “Individual decisions for joint consumption in close relationships – the role of relative relationship power.”

CONFERENCE PRESENTATIONS

Srinwanti Chaudhury, Amogh Kumbargeri, **Atul Kumar**. “Too Hallowed to Hesitate: The Effect of Awe on Embarrassing Purchases,” Association for Consumer Research, September 25-31, 2024, Paris.

Atul Kumar. “Awe and preference for appearance management products,” 9th INDAM conference, January 11-13, 2024, Goa.

Atul Kumar, Amogh Kumbargeri, Shailendra P. Jain, Sukriti Sekhri, Yash Chakravarty, Arvind Sahay. “Feeling Awe, Choosing Right: Awe Leads to Mindful Consumer Choices,” Association for Consumer Research, October 26-28, 2023, Seattle.

Atul Kumar, Amogh Kumbargeri, Shailendra P. Jain, Sukriti Sekhri, Yash Chakravarty, Arvind Sahay. “Feeling Awe, Choosing Right: Awe Leads to Mindful Consumer Choices,” Behavioral Science in Management Conference, Indian Institute of Management Ahmedabad, 4th April – 5th April 2023.

Atul Kumar, Amogh Kumbargeri, and Shailendra P. Jain. “Feeling Awe, Choosing Healthy: The Mediating Role of Mindfulness,” Society of Consumer Psychology Conference 2021 (SCP 2021), Virtual Venue, 4th March – 6th March 2021.

Atul Kumar, Arvind Sahay. “Individual decisions for joint consumption in close relationships – the role of relative relationship power,” NASMEI Marketing Conference, Great Lakes Institute of Management Chennai, 21st December – 22nd December 2020.

COURSES TAUGHT

- Marketing Management
- Luxury Marketing
- Perspectives on Retailing
- Marketing Strategy using MARKSTRAT Simulation
- Academic Research on Consumer Psychology and Behavior

DOCTORAL GUIDANCE

- Thesis Advisory Committee Member – Sharvari Dalal (Ahmedabad University)

PROFESSIONAL SERVICE

- Reviewer, Journal of Creative Communications, 2026
- Reviewer, Association for Consumer Research, 2025
- Reviewer, Association for Consumer Research, 2026
- Reviewer, Association for Consumer Research, 2024
- Reviewer, European Association for Consumer Research Conference, 2023
- Reviewer, Psychology & Marketing Journal, 2022
- Reviewer, Vikalpa Journal, 2022
- Reviewer, Society of Consumer Psychology Conference 2021
- Reviewer, Association for Consumer Research, Asia Pacific 2019
- Reviewer, Academy of Marketing Science Annual Conference 2019

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- INDAM