

Dr.SYAM KUMAR

syam@iimmumbai.ac.in

7306531671

[LinkedIn Profile](#)

ASSISTANT PROFESSOR (MARKETING AREA)
INDIAN INSTITUTE OF MANAGEMENT MUMBAI



PROFILE

Dedicated academic specializing in marketing, with a focused expertise in consumer behavior and technology adoption in payment methods. Skilled in both qualitative and quantitative research, bringing a comprehensive approach to analyzing consumer preferences and technological trends.

EDUCATION

PH.D. (MARKETING)

Dissertation: Exploring the context of Buy-Now-Pay-Later in online shopping.

Department of Management Studies

Indian Institute of Technology Roorkee | 2020 - 2025

M.COM (MARKETING)

Banaras Hindu University | 2017 - 2019

CGPA: 8.64/10 (First Division with Distinction)

B.COM

St. Berchmans College (Autonomous)

Mahatma Gandhi University | 2014-2017

CGPA: 9.11/10 (First Rank)

SENIOR SECONDARY (COMMERCE)

DBHSS- Cheriyannadu

HSE-Kerala | 2012-2014

Full A+ with 96.16%

HIGH SCHOOL

Army Public School, Pune

CBSE | 2011-2012

CGPA- 7.8/10

ADDITIONAL QUALIFICATION

DEGREE

MBA Degree - Pondicherry University

First Class with 67.71%

DIPLOMA

PGDMM - Aligarh Muslim University

First Division with 71.33%

CERTIFICATE COURSE

- NCC-"B" Certificate
 - Certification in yoga- Banaras Hindu University
 - cleared CA-CPT June 2016
-

EXPERIENCE

Assistant Professor- St. Joseph's Institute of Management, Bangalore (02-June-2025-23-April-2026)

Courses Handled: Consumer Behaviour, Marketing Analytics, Business to Business Marketing, Principles of Marketing, Business Research Methodology , Marketing Management

PUBLICATIONS

- Kumar, Syam, J.K. Nayak (2024), "Understanding the intricacies of risky indebtedness, impulse buying and perceived risk in buy-now-pay-later adoption", *Asia Pacific Journal of Marketing and Logistics* [ABDC-A, Q1]. <https://doi.org/10.1108/APJML-08-2023-0759>
- Kumar, Syam, J.K. Nayak (2025), "Exploring buy-now-pay-later adoption among online shoppers: a user's gratification perspective", *International Journal of Retail & Distribution Management* [ABDC-A, Q1]. <https://doi.org/10.1108/IJRDM-08-2024-0409>
- Kumar, Syam (2025), " Pathways to Travel: How Burnout Influences Pilgrimage Desire Among Aging Employees", *Current Issues in Tourism* [ABDC-A, Q1]. 10.1080/13683500.2025.2584708
- Kumar, Syam (2026), "Sustainable Sourcing and Selling: Circular Economy Dynamics in the Informal Second-Hand Clothing Market, *Social Responsibility Journal* [ABDC-B, Q1]. DOI: 10.1108/SRJ-02-2025-0115

CONFERENCES PRESENTED

- "Buy Now Pay Later: A technological Innovation and Social Disruption in Online Shopping" at the 2023 AMA Summer Academic Conference.
- "Navigating the digital frontier: Exploring the impact of self-construal on Buy-Now-Pay-Later (BNPL) as a mode of payment" at the 9 th PAN-IIM Conference 2023.
- "Financial Inclusion: A journey towards inclusive finance in Indian scenario" at the 3rd International E-conference on Microfinance & Digital Economy - Opportunities and Challenges 2020 organized by JIM, Kanpur
- "After effects of demonetization 2016 on attitude of public regarding cashless payments " at the National conference on Emerging business practices 2018 organized by IMS- BHU

BOOK CHAPTERS

- Kumar, Syam & Biswas, Sarit (2019)"Small finance bank: an out of the box innovation in the financial inclusion paradigm in India", *Innovations in business practices*. ISBN 978-93-86608-86-4,pp 211-225, Publisher- Bharti publications New Delhi (India)

MAGAZINE ARTICLE

- Kumar, Syam. (2025, February 12).How LED Manufacturing Empowers Women in India. Borgen Magazine, <https://www.borgenmagazine.com/women-in-india/>
- Kumar, Syam. (2025, March 30). Aranmula Kannadi: Sustaining Livelihoods in Kerala. Borgen Magazine, <https://borgenproject.org/aranmula-kannadi/>

RESEARCH INTERESTS

Consumer's technology adoption, Travel and Tourism, Online mode of payments

TEACHING INTERESTS

Marketing Management, Consumer Behavior, Pricing Strategy, Industrial Marketing

TEACHING ASSISTANTSHIPS

- Pricing Strategy -MBA at DOMS IIT Roorkee
 - Business to business marketing - NPTEL, Ministry of Education, Govt. of India
-

PROFESSIONAL SERVICE AND REVIEWING

- Reviewer, International Journal of Retail & Distribution Management (ABDC -A)
 - Reviewer, Asia Pacific Journal of Marketing & Logistics (ABDC -A)
 - Reviewer, BRQ Business Research Quarterly (Q1, Category)
 - Reviewer, Social Responsibility Journal (Q1, ABDC B)
 - Active reviewer for American Marketing Association conferences
-

PATENTS AND COPYRIGHTS

- Design Patent Filed

Kumar Syam (2025) Blockchain-Based Ethical Tracking Device for Transparent Product Supply Chains, Application number - 454956-001, <https://search.ipindia.gov.in/DesignApplicationStatus/>

- Copyright Filed

Kumar Syam (2025) Blockchain-Based Supply Chains tracking device, Application number -14901/2025, <https://copyright.gov.in/frmStatusGenUser.aspx>

ACHEIVEMENTS AND HONORS

- First position in Bachelor of Commerce with an overall A+
 - Secured first rank in intermediate with MLA merit award 2014.
 - Invited as a Resource Person in National workshop organized jointly by Indian Accounting Association and Magadh University.
 - Participated and secured positions in many elocution competitions in colleges and university level.
 - Secured first position in story writing competition.
-