

MINU KUMAR, Ph.D.

EDUCATION

UNIVERSITY OF MISSISSIPPI, *Ph.D.*, 2003-2008, *Marketing*

UNIVERSITY OF MISSISSIPPI, *MBA*, 2000-2002, *Pharmaceutical Marketing*

BANGALORE UNIVERSITY, *Bachelor of Science*, 1992-1996, *Pharmacy*

PROFESSIONAL POSITIONS AND RANKS HELD

Academic

- **Vice President of Academics** [Product Development Management Association \(PDMA\)](#) 2019-present (Pro Bono Three year term): As the VP of Academics, I am responsible for all the [academic activities of PDMA](#) (Chairing the Academic committee, PDMA's annual conference and the [JPIM Research Forum](#), [PDMA Doctoral Consortium](#), [PDMA Dissertation Proposal Competition](#), designing and implementing new academic initiatives such as the PDMA Research Competition). PDMA also publishes the [Journal of Product Innovation Management](#) and the Academic VP maintains a dotted line connection with the Co-Editors in Chief of JPIM.
- **Director of Innovation and Entrepreneurship Program (2019-present) San Francisco State University:** Co-authored with business development group at SF State a proposal that was used to in-part to fundraise \$25 Million for Innovation and Entrepreneurship Programs. Running the Entrepreneurship Fellows Program and designing and developing new programs.
- **San Francisco State University, Professor of Marketing, (2019 – Present):** College of Business, Department of Marketing
- **San Francisco State University, Associate Professor of Marketing, (2014 – 2019):** College of Business, Department of Marketing
- **San Francisco State University, Assistant Professor of Marketing, (2008 – 2014):** College of Business, Department of Marketing

Industry

The Brand Institute, *Director Brand Development*, 2002 –2003
New York, NY.

Schering Plough Corporation, *Management Associate Global Marketing*, 2001 – 2002
Kenilworth, NJ

National Center For Natural Products Research, *Graduate Research Assistant*, 2000–2002
and 2004-2005, Oxford, MS

Ranbaxy Laboratories, *Pharmaceutical Sales Representative*, 1998 –2000
Bangalore, India

Novo Nordisk Pharmaceuticals, *Marketing Executive*, 1997 –1998
Kanpur, India

PROFESSIONAL ACHIEVEMENT AND GROWTH

Selected Grants

2019 MUFG grant (\$37,500): Co-authored with business development group at SF State a proposal that was used to fund the Innovation and Entrepreneurship Fellows Program

2019 Innovation and Entrepreneurship grant (\$25 Million): Co-authored with business development group at SF State a proposal that was used in-part to fundraise \$25 Million for Innovation and Entrepreneurship Programs

2018 Grant from Barilla for the Sugar Network project (\$66,000): Program director role. Sugar Network (<https://sugar-network.org/>) is a global innovation network of academic institutions collaborating with companies to solve challenging, real-world problems using the Design-Thinking methodology. This network was born out of Stanford university's ME310 program (<http://expe.stanford.edu/index.php/Main/SUGAR>). Each academic year, dozens of participating companies provide product development challenges to students from different universities from different countries who then collaborate to develop design solutions to meet the challenge. A multidisciplinary group of faculty from SF State worked with a group of four SF State students to help them collaborate with a team of students from University of Bologna on a product development challenge provided by the company Barilla (<https://www.barilla.com/en-us>).

Spring 2019: College of Business Research Discipline-Based Research Grant (\$1500)

2018 IRA Grant (\$13,500): This grant helped set up a new set of 3D printers and help hire a CAD coach to help coach my classes

ORSP DRC Research Grants (*Fall 2017*: \$8,000; *Fall 2015*: \$7500; *Fall 2011*: \$7500)

Spring 2017: College of Business Research Discipline-Based Research Grant (\$2000)

Fall 2015: PDMA grant for develop Social Media for JPIM (7.500)

Fall 2014: Advanced Statistical Training Grant SFSU (\$3000)

Peer-reviewed journal publications

Nga Ho-Dac, Minu Kumar, and Rebecca Slotegraaf (2020) "Using product development information to spur the adoption of continuous improvement products," Status: Accepted and Forthcoming at the *Journal of the Academy of Marketing Science*.

Haberstroh Kristina, Ulrich Orth, and Minu Kumar (2019) "Designing for the genders: The role of visual harmony," Accepted and Forthcoming at the *International Journal for Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2020.02.006>

Luchs Michael and Minu Kumar (2017) "Yes, but this one looks better/works better: When might consumers choose superior sustainability despite a trade-off with other valued product attributes?" *Journal of Business Ethics*. 140(3), 567-584. DOI: 10.1007/s10551-015-2695-0

Kumar Minu and Charles H. Noble (2016) "Beyond form and function: why do consumers value product design?" *Journal of Business Research*, 69(2), 613-620. DOI: 10.1016/j.jbusres.2015.05.017

- *This project was funded by Marketing Science Institute through their competitive grants (\$6000)*
- *An earlier version of this paper won the prestigious Overall Best Paper award and best paper in the track award at the 2010 Summer AMA conference.*

Kumar Minu, Janell Townsend and Douglas W. Vorhies (2015) "Enhancing relationships with brands using product design" *Journal of Product Innovation Management*. 32(5), 716-730. DOI: 10.1111/jpim.12245

- *Press coverage in: Phy.org, CTV news, Redorbit.com, Hindustan Times, and Expree.be*

Kumar Minu (2015) "Aesthetic principles of product form and cognitive appraisals: Predicting emotional responses to beauty" in *The Psychology of Design: Creating Consumer Desire*, Rajeev Batra, Colleen Seifert, and Diann Brei (University of Michigan) eds. London; Taylor and Francis.

Kumar, Minu and Nitika Garg, (2010) "Aesthetic principles and cognitive emotion appraisals: How much of the beauty lies in the eye of the beholder?" *Journal of Consumer Psychology*, Volume 20 (Issue 4), 485-494. This article was listed as one of the most cited articles for the journal for 2010.

Noble Charles H. and Minu Kumar (2010) "Exploring the appeal of product design: A grounded, value-based model of key design elements and relationships," *Journal of Product Innovation Management*. 27:640–657.

Noble, Charles H. and Minu Kumar (2008) "Using product design to create deeper consumer connections," *Business Horizons*, 51 (September), 441-450. This article is reprinted by Harvard Business School Publishing as a Case.

Peer Reviewed Conference Presentations, and Publications

Minu Kumar (2019) "A Comparison of the Histories of the Development of Incremental and Radical Innovations from Pharma-Biotech" Submitted to the *International Product Development Management Conference (Antwerp, Belgium)*.

Janell Townsend (Oakland University), Minu Kumar, and Sina Damangir (2019) "Halo Products and their effect on product portfolio" Submitted to the Academy of Marketing Science World Marketing Congress (Brisbane, Australia).

Minu Kumar and Subin Im. (2019) “Designing New Service Experiences When Service Features are Added to Goods: The Role of Locus of Innovation and Consumer Experience,” Accepted at the *Journal of Product Innovation Management Research Forum*.

Minu Kumar (2018) “Different Paths for Differentially Innovative Products: A Comparison of the Histories of the Development of Incremental and Radical Innovations from Pharma-Biotech” Accepted at *Product Development Management Association’s Research Forum*.

Minu Kumar (2018) “A Comparison of the Histories of the Development of Incremental and Radical Innovations: A View from Pharma-Biotech” Proceedings of the *Academy of Marketing Science World Marketing Congress* at Porto, Portugal.

Haberstroh, Kristina, Ulrich Orth, and Minu Kumar (2018) “Gender Differences in Response to Visual Harmony: Why and When?” Proceedings of the *European Association for Consumer Research* conference in Ghent, Belgium.

Nga Ho-Dac (San Francisco State University) and Minu Kumar (2017) “Sharing information on product development activities on current product adoption” 2017 *Summer American Marketing Association Conference Proceedings*.

Haberstroh, Kristina, Ulrich Orth, and Minu Kumar (2016) “Gender Based Design of New Products: What Matters More Biological Gender or Gender Identity?” Presented at *Product Development Management Association’s Research Forum*.

- This paper won the best paper at the conference.

Haberstroh, Kristina, Ulrich Orth, and Minu Kumar (2016) “Finding Harmony Between Gender Identity and Design Preferences of Consumers” Presented by Kristina at *European Marketing Academy Conference*.

Minu Kumar, Janell Townsend, Berk Talay (2015) “Is that a green halo...? Will adding a green product in the portfolio affect perceptions of anon-green product,” presented at the 22nd *Innovation & Product Development Management Conference* (Copenhagen, Denmark).

Minu Kumar and Subin Im (2014) “NPD Decision Making Capabilities Needed to Successfully Convert a Service Into a Pure Self Service Good: Framework Development” Proceedings of the 2014 *Product Development Management Association Academic Research Forum*.

Janell Townsend, Minu Kumar, Berk Talay (2014) “Can a Halo be Green? The Effects of Sustainable New Product Attributes on Brand Perceptions” Proceedings of the 2014 *Product Development Management Association Academic Conference*.

Minu Kumar (2014) “Aesthetic principles in product design and cognitive appraisals: a consumption perspective” *Proceedings of the Psychology of Design Conference* organized by the *Society for Consumer Psychology*.

Minu Kumar, Janell Townsend and Douglas W. Vorhies (2013) “Exploring The Role Of Product-Level Design Features In Creating Consumer Affection For A Brand: An

Empirical Analysis” Proceedings of the *International Product Development Management Conference*

Luchs Michael and Minu Kumar (2013) “When might consumers choose a more sustainable product despite a tradeoff with other product attributes?” Proceedings of the Marketing and Public Policy Conference (Washington DC, USA).

Luchs Michael and Minu Kumar (2013) “When might consumers choose a more sustainable product despite a tradeoff with other product attributes?” Proceedings of the International Product Development Management Conference (Paris, France).

Kumar Minu and Michael Luchs (2011) “Communicating Sustainability of a Brand Through Product Form.” Proceedings of the 2011 *Product Development Management Association Academic Conference*.

Veronika Papyrina and Kumar Minu (2011) “Gender Differences in Aesthetic Information Processing,” *Proceedings of the 2011 Society for Consumer Psychology Conference*.

Kumar Minu and Charles H. Noble (2010) “Consumer Value of Design and its Measure,” *Summer American Marketing Association Conference Proceedings*. This paper won the prestigious best paper award and best paper in the track award at the conference.

Kumar Minu and Charles H. Noble (2010) “Follow the Value! Tracking the Value of Design Through The NPD Process,” *Summer American Marketing Association Conference Proceedings*.

Kumar Minu, Douglas W. Vorhies and Neil A. Morgan (2005) “The Effect of Market Information Management and New Product Development Capabilities on Firm Performance: An Empirical Examination,” *Proceedings of the AMA Summer Educators Conference*, eds. Beth A. Walker and Mark B. Houston 311-312. (Paper presented)

Kumar Minu and Charles H. Noble (2004) “Innate Factors of Product form; an Agenda for Research in Marketing” *Proceedings of the International Conference on Innovation by Brand and Design Management*, Seoul (Korea), eds. Brigitte Borja de Mozota, Kyung-Won Chung and Cheol-Ho Shin in Research Section six. (Paper Presented)

Tandoh (Adjei), Mavis, Minu Kumar, and Victoria D. Bush (2004) “The Moderating Role of Personality Traits on Propensity to Stay with a Service Provider,” *Proceedings of Society for Marketing Advances*, Florida.

Invited Presentations

Minu Kumar (2019) “A Comparison of the Histories of the Development of Incremental and Radical Innovations from Pharma-Biotech” Presented at the Garwood Center (University of California at Berkeley) Research Brown Bag.

Nickel, Kristina, Ulrich Orth, and Minu Kumar (2018) “Gender Differences in Response to Visual Harmony: Why and When?” Invited presentation at TU Delft Netherlands.

Minu Kumar, Subin Im, Aric Rindflesisch, and Vishal Sachdev (2017) “Use of Makerspaces and 3D Printing in New Product Development Education” Invited presentation at the *Product Development Management Association Research Forum*.

Minu Kumar (2016) “Design-Thinking workshop” invited workshop for wide variety of industry professional and incubating companies at the iValley Incubator in San Ramon, CA.

Minu Kumar, Janell Townsend, Berk Talay (2015) “Is that a green halo...? Will adding a green product in the portfolio affect perceptions of anon-green product,” Invited Presentation at Kiel University (Germany).

TEACHING PORTFOLIO

At San Francisco State University

New Product Management Seminar (Undergraduate)
New Product Marketing and Launch (Undergraduate)
New Product Management Seminar (Graduate)

Masters Thesis committee membership

- Ph.D. Dissertation committee for Kristina Haberstroh (University of Kiel)
- Chair for Bumnej Suwannit
- Member for Ronnie Gallegos

At the University of Mississippi

Principles of Marketing, Buyer Seller Communication, Multicultural Marketing. (Traditional Class), Principles of Advertising (Online class), Introduction to Retailing (Online class)

CONTRIBUTIONS TO CAMPUS AND COMMUNITY

CAMPUS

Selected Service to the department

- Department Development Committee member (2016- Present)
 - Led the organization efforts for the first-ever event that recognized the distinguished alumni of the department
 - Led the sales effort for the Marketing Department’s Expo (annual event that brings together students, alumni, and companies) and raised approximately \$2000 from the event.
- Department RTP member (2015-present)
 - Reviewing candidate packages
 - Providing feedback and recommendations, and
 - Writing letters
- 2016: Developed the Emphasis in Data Driven Innovation
- 2016-2017: Department Hiring committee
- Chaired departmental subcommittee for revising the Retention and Tenure criteria (2014-2016)

- Developed the points system and scoring rubric
- Developed the accepted/safe journal list
- The RTP guidelines is now often used as a model by other departments
- 2008-2015: Organized the departmental Research Brown bag presentations

Selected Service to the college and university

- Institute for Innovation: Played pivotal role in creating the Institute for Innovation proposal with help of which the university development team raised \$25Million funding
- Sugar Network project: As a part of the Sugar Network program obtained grant through which students gain:
 - Learnings in cutting edge methods in market research, product design and development, prototyping, testing, and entrepreneurship using the design thinking methodology,
 - educational experiences at SF State, USTC (Hefei, China), and Stanford University,
 - company visits in San Francisco, China, and Italy,
 - paid travel to University of Bologna and Stockholm,
 - paid travel to Hefei, China for workshops,
 - network with industry professionals to advance their careers, and
 - receive financial support.
- Faculty advisor for Incubed that raised over \$20,000 and organizes
 - Advisor to Incubed (2016-)
 - Organized TEDx SF State for two years (Videos have over a Million views on YouTube: [2017](#) and [2018](#))
 - [SF Hacks](#) 600-person student hackathon (2017-2018)
 - Secured funding from the University President's office to get Incubed president to travel to main TED event
- Chair of the University Professional Development Council member (2013-2014 academic year)
- Cultivated relationship with Dave Yarnold (Former CEO of Servicemax) who then donated funds to the university
- Advisory Board Member Biotech MBA SF State

Selected Service to discipline

- Vice President of Academics Product Development Management Association
- 2015-Present: Editorial Board member for Journal of Product Innovation Management (JPIM)
 - Reviewing articles for the journal (3/4 articles per year)
 - Attending editorial board meetings regularly
 - Reviewing articles and recommending winners for various journal awards (Tom Hustad award, Abbie Griffin award among others)
- 2015- 2016 Social Media Manager for Journal of Product Innovation Management
 - JPIM provided \$7500 to buy out a course to do this work. Based on this work JPIM has a large online following on multiple platforms (e.g., LinkedIn, Facebook, Twitter etc.)
 - Social media presence of the JPIM is second only to Journal of Academy of

Marketing Research

- 2013-2014: Co-Chair (along with Barry Bayus of UNC Chapel Hill) of the Product Development Management Association's 2013 Academic Research Forum: responsibilities included, Editorial job of reviewing, finding and assigning reviewers and making acceptance and rejection decisions on almost 70 submitted manuscripts, setting the conference agenda and running the conference.
- Reviewing conference papers and research proposals for (2011-present, two or three papers a years)
- Ad Hoc Reviewer for Journals: Journal of Marketing, Journal of Retailing, Journal of Business Ethics, European Journal of Marketing, among others.
- Reviewing manuscripts for conferences: American Marketing Association Conference, JPIM Research Forum, Association for Consumer Research, International Product Development Management Conference, Academy of Marketing Science Conference, Academy of Marketing Science World Marketing Conference, among others.
- Track Co-chair for "New Product Development, Product Management and Entrepreneurship" track for the 2011 summer AMA conference: Editorial job of reviewing, finding and assigning reviewers and making acceptance and rejection decisions on over 40 submitted manuscripts,

HONORS AND AWARDS

Best Conference paper at the 2016 Product Development Management Association Conference. The paper "Gender Based Design of New Products: What Matters More Biological Gender or Gender Identity?" was selected as the Best Paper from over 100 submissions for the conference from all around the world.

College of Business Exemplary award for research 2016

SFSU President's award for research (Leave for research Fall 2012)

Overall Best Conference paper at the 2010 Annual Summer American Marketing Association conference. The paper "Consumer Value of Design and its Measure" was selected as the Best Overall Paper from the over 600 submissions for the conference from all around the world.