

Mayank Kumar

Email: mayanksingh.kumar@gmail.com

BRIEF PROFILE

I have earned my Ph.D. from the Indian Institute of Management Tiruchirappalli in the Information Systems & Analytics domain. I am currently working as an Assistant Professor at MICA, Ahmedabad. Prior to that, I worked as an Assistant Professor (Digital Transformation & Business Intelligence) at the School of Management & Entrepreneurship, Indian Institute of Technology (IIT) Jodhpur. In my research inquiries, I primarily draw upon sociological theories such as Bourdieu's practice theory and Sensemaking to study issues on intersection of Information Technology and Social Systems. My research articles have been published and presented at top tier outlets such as **Information Systems Journal** (A senior scholars' list of premier journals) and **International Conference on Information Systems (ICIS)**. I was also selected to attend the prestigious **ICIS Doctoral Consortium 2018**. My teaching interests are on the interface of Digital Technology, Marketing, and Analytics. Some of the courses I have taught include "Blockchain for Business", "Managing Digital Enterprises", "Social Media Analytics", and "Digital Marketing Analytics".

WORK EXPERIENCE

MICA, Ahmedabad

Assistant Professor March 2022-November 2024

Key Administrative Positions held

Area Leader, Digital Platform & Strategies

Co-chair, Annual International Communication Management Conference, 2024

School of Management & Entrepreneurship, IIT Jodhpur

- Assistant Professor (April 2020- March 2022)
- Young Faculty Associate (January 2020- April 2020).

Key Positions held

Admission Chair for the first batch (AY 2020-2021)

Additionally, as a member of the first group of faculty members of the school, I was involved with several key administrative responsibilities, including curriculum design, setting up the school, and institutionalizing other key academic and administrative policies.

Jindal Global Business School, O P Jindal Global University

- Senior Research Associate (August 2019-December 2019)

RESEARCH OUTPUT

Kumar, M., Singh, J.B., Chandwani, R., & Gupta, A (2022). Locating Resistance to Healthcare Information Technology: A Bourdieusian Analysis of Doctors' Symbolic Capital Conservation. *Information Systems Journal*, 32(2), 377-413.

Kumar, M., Singh, J.B., Chandwani, R., & Gupta, A (2020). "Context" in Healthcare Information Technology Resistance: A Systematic Review of Extant Literature and Agenda for Future Research, *International Journal of Information Management*, 51, 102044.

Singh, J. B., Chandwani, R., & Kumar, M. (2018). Factors affecting Web 2.0 adoption: exploring the knowledge sharing and knowledge seeking aspects in health care professionals. *Journal of Knowledge Management*, 22(1), 21-43.

TEACHING INTERESTS/PROFILE

Course	Level
Blockchain for Business	Post Graduate
Managing Digital Enterprise	Post Graduate
Data Visualization	Post Graduate
Social Media Analytics	Post Graduate
Digital Marketing Analytics	Post Graduate
Digital Marketing Strategy	Post Graduate
Information Systems and Business Modelling	Post Graduate
Information Systems Foundation	Doctoral
Methodological Approaches in Management Research (Qualitative Methods)	Doctoral
Theoretical Perspectives in Information Systems	Doctoral
Philosophy of Science & Research Paradigms	Doctoral

TRAINING/EXECUTIVE EDUCATION EXPERIENCE

Topic	Type	Location
HR Analytics	MDP/ Executive Education	IIM Ahmedabad
The power of data analytics in sales - CRM for business intelligence and decision making	MDP/ Executive Education	MICA
Data Analytics- Using Google based tools	MDP/ Executive Education	MICA
Ethnographic and Qualitative Aspects of Field Surveys	Capacity Building Workshop for researchers at the Agro-Economic Research Units/Centers	IIM Ahmedabad

SESSIONS/WEBINARS DELIVERED

Topic	Session type	Location
Shaping through review process (INAIIS Paper Development Workshop)	Workshop	AIS India Chapter (delivered online)
Round Table Conference on Advances in ICT in Health Sector	Round Table	IIM Ahmedabad
Research in Healthcare in India'	Panel Discussion	Vikalpa Journal at IIM Ahmedabad (virtual mode)
Writing Literature Review	Seminar Series	IIM Trichy (delivered online)

ACADEMIC SERVICE

Editorial/Chairing Role

Lead guest editor for a special issue on “Immersive technology - A new it artifact? Implications for is research, pedagogy and practice” ” in Communications of the AIS Journal

Associate Editor, “Societal Impact of Information Systems” Track at ICIS 2023.

Track Chair and Associate Editor at IFIP WG 8.6 2023 conference at IIM Nagpur

Conference co-chair, 10th International Communication Management Conference at MICA (in collaboration with Northwestern Medill school, Queen’s Business School, and UCSI University)

Reviewing Role

Key Journals: Journal of the Association for Information Systems, Information & Management, Government Information Quarterly, Information Systems Management, Information Systems Frontiers, Journal of Business & Industrial Marketing, Online Information Review

Other services

Conference Volunteers—ICIS 2016: Part of the student team organizing the conference.

EDUCATION

2014-2020

Doctor of Philosophy (Ph.D.) Indian Institute of Management Tiruchirappalli (IIM Trichy) • **Dissertation Title:** “Information Technology in Healthcare: A Practice-based Empirical Examination in India”

2012-2014

Master of Business Administration (MBA), Pondicherry University

2008-2012

Bachelor of Technology (B.Tech.), Computer Science & Engineering, West Bengal University of Technology

SELECTED CONFERENCES

Kumar, M., Sahay, S., Mukherjee, A. S., & Chandwani, R. (2023). Orchestrating 'Institutional Network' for the Sustainability of IS Program: Evidence from Indian Public Healthcare, ICIS 2023

Kumar, M., Singh, J.B., & Sharma, SK (2023) Orchestrating Digital Innovation in Disaster Response Management: An Empirical Examination of Gaja Cyclone in India , IFIP WG 8.6, IIM Nagpur.

Kumar, M. (2017). A Discursive Perspective on the Organizational Field Formation Process: Issues of Information Technology in Indian Healthcare. Proceedings of the 55th ACM SIGMIS Computers and People Research (SIGMIS CPR), IIM Bangalore, India.

Kumar, M. & Singh, JB. (2016). Examining Technology Resistance: A Cognitive Load Perspective. Proceedings of the Twenty-second Americas Conference on Information Systems (AMCIS), San Diego, USA.

Kumar, M. & De', R. (2016). Can E-government give Voice to Citizens? An empirical examination of the "Jaankari" Project. Electronic Government and Electronic Participation: Joint Proceedings of Ongoing Research, PhD Papers, Posters and Workshops of Dual IFIP EGOV-ePart conference, Guimaraes, Portugal, HJ Scholl, O Glassey & M Janssen (Eds), IOS Press, 23, 233-240.

SKILLSET

Research Methods: Interpretive Research, Shadowing, Case Study, Ethnography,

Research/Teaching Tools: Google Analytics, Tableau, PowerBI, Looker Studio, MAXQDA

AWARDS & HONORS

ICIS 2018 Doctoral Consortium, Pacific Grove, USA (Among the 40 students selected from a global pool).

UGC-Junior Research Fellowship (in Management), June 2013, University Grant Commission,

Associations for Information Systems Grant for Conference Registration, ICIS-2016, Dublin,

Best Associate Editor Award, IFIP WG 8.6, IIM Nagpur, 2023