

Amit Kumar
Curriculum Vitae

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EDUCATION

Indian Institute of Management, Ahmedabad- Ph.D. in Management 2020-2025(Expected)

- Specialization: Management Information Systems
- CGPA: 3.64/4.33
- Dissertation: *Cybersecurity Management: an Organizational Perspective*
- Thesis Advisory Committee:
 - Prof. Adrija Majumdar(IIM Ahmedabad)
 - Prof. Indranil Bose(NEOMA Business School, France)
 - Prof. Sanjay Verma(IIM Ahmedabad)

Indian Institute of Management, Lucknow- PGDM 2012-2014

- Specialization: Management Information Systems and Marketing
- CGPA: 7.38/10

Cochin University of Science & Technology- B.Tech. 2003-2007

- Specialization: Computer Science & Engineering
- Score: 78.6% (First class with Distinction)

RESEARCH INTERESTS

Cybersecurity, Data Breaches, Upper Echelon in Organizations, Cryptocurrency, Digital Transformation

PUBLICATIONS

Book Chapters

- A. Kumar and P. Setia, “Customer-Centric Support Services in the Digital Era,” in Customer Centric Support Services in the Digital Age, Palgrave Macmillan, Cham, 2024, pp. 13–26. doi: 10.1007/978-3-031-37097-7_2

Case Studies

- K. Ranganathan, S. Pandey, and A. Kumar, Zoom’s Lightning Bolt Is Made of Clouds (A), vol. IIM Ahmedabad. 2021, pp. 1–17. Accessed: Mar. 20, 2024. [Online]. Available: <https://cases.iima.ac.in/index.php/zoom-s-lightning-bolt-is-made-of-clouds-a.html>
- K. Ranganathan, S. Pandey, and A. Kumar, Zoom’s Lightning Bolt Is Made of Clouds (B), vol. IIM Ahmedabad. 2021, pp. 1–7. Accessed: Mar. 20, 2024. [Online]. Available: <https://cases.iima.ac.in/index.php/zoom-s-lightning-bolt-is-made-of-clouds-b.html>

WORKING PAPERS

- **Promote or Prevent? CEO Regulatory Focus and Data Breach Risk** - Working with Adrija Majumdar(IIM Ahmedabad), and Indranil Bose(NEOMA Business School) - Part of Thesis
 - **Conferences:** 2024 INFORMS Annual Meeting, Seattle (Presented); 2024 Conference on Information Systems and Technology, Seattle (Presented); 2024 Doctoral Research Conference IIM Ranchi (Presented)
 - **Abstract:** CEO involvement in cybersecurity leads to an organization-wide security culture and the alignment of strategic business objectives with cybersecurity. The enormous data breach costs and the potential impact of CEO involvement highlight the importance of understanding their motivation to engage in cybersecurity initiatives. Regulatory focus theory is a more proximal motivational mechanism driving individual decisions than personal traits like age, gender, etc. Drawing on this theory, we examine how CEO regulatory focus- promotion and prevention impacts data breach risk. We found that the CEO promotion focus reduced and the CEO prevention focus increased data breach risk. Drawing on the regulatory fit phenomenon, we found that IT investment mitigated the impact of CEO promotion and CEO prevention focus on data breach risk. The findings highlight the opportunities for CEOs and boards to identify and balance CEO regulatory focus to mitigate negative consequences and enhance the firm outcomes.
- **Does downsizing increase data breach risk: Evidence from US-listed firms** - Working with Adrija Majumdar(IIM Ahmedabad), and Indranil Bose(NEOMA Business School) - Part of Thesis

- **Conferences:** 2024 Bright Internet Global Symposium, Bangkok (Presented); 4th Annual International Research Conference, IIM Lucknow(Accepted)

- **Abstract:** CEOs define the organization's vision by deciding the long-term goals and objectives. They try to align the company's resources and capabilities with its strategic long-term goals. As part of this resource management activity, CEOs sometimes must decide to downsize the firm. Drawing on the stakeholder theory and organizational justice theory, we study the effects of downsizing on data breach risk. Using the data of US-listed firms over seventeen years (2005-2021), we find that downsizing is positively associated with data breach risk. Downsizing brings negative attention to firms, and they become susceptible to data breaches due to actions from both insiders and external actors (hackers) who aim to restore justice with their actions. We also find that environmental munificence (abundance of resources and high demand for firm's offerings) and options (granted) portion of the CEO compensation exacerbates the effect of downsizing on data breach risk. It is only natural that downsized employees, survivors, and outsiders will see it as unfair when there are signs that the firm is doing well and they are getting downsized. We also find that taking care of distributive and procedural justice in the form of a more fixed salary component in CEO compensation (instead of performance-related pay, like options) mitigates the effect of downsizing on data breach risk. We also find interesting results when we segregate the origins of data breach risk as internal and external to the firm. We contribute to the literature on organizational justice theory and data breaches by integrating downsizing, CEO financial payoffs, and other CEO characteristics with data breach dynamics while providing insights for the managers and policymakers in organizational strategy.

- **Go Green? Examining Social Media Chatter's Impact on the Return of Green and Non-Green Cryptocurrencies** - Working with Adrija Majumdar(IIM Ahmedabad), Angana Chatterjee(IIM Ahmedabad) and Anirban Banerjee(IIM Ahmedabad)

- **Abstract:** Prior literature suggests that social media chatter is often known to influence the daily price return of cryptocurrencies, particularly Bitcoin (BTC). However, from a sustainability point of view, BTC is known to consume tremendous amounts of energy for mining and is hence considered environmentally less friendly (also known as non-green cryptocurrencies). To address this issue, greener cryptocurrencies that are environmentally more sustainable have been created. Green cryptocurrencies have started gaining attention because of their efficient cryptographic mechanisms to reduce disproportionate energy consumption compared to BTC. We want to know if sustainability concerns impact the daily return of green and non-green cryptocurrencies. Does social media chatter (through tweets) play a role in this? Furthermore, it is important to examine if the discussion (tweets) on green cryptocurrencies has a negative spillover effect on the daily return of non-green cryptocurrencies. In this research, we have analyzed the association between Twitter sentiments and the daily return of green and non-green cryptocurrencies.

RESEARCH IN PROGRESS

- **Effect of M&A on data breach risk & moderating role of CEO motivation, work experience and education** - Working with Adrija Majumdar(IIM Ahmedabad), and Indranil Bose(IIM Ahmedabad & NEOMA Business School) - Part of Thesis
- **Predicting ideal firm response strategy on social media during a data breach crisis** - Working with Adrija Majumdar(IIM Ahmedabad), and Indranil Bose(IIM Ahmedabad & NEOMA Business School) - Part of Thesis

ACADEMIC ACHIEVEMENTS

- Among 2 people representing IIM Lucknow (34 selected out of 1200 applicants from premiere B-Schools) in Get.Set.Online event organized by **Google**, a 3 day Digital Marketing Workshop 2013
- CCNA, SCJP & SCWCD certification for gaining expertise in Cisco lab activities and Java programming language 2010
- Among the top 5% students in a batch of 120 people in B.Tech. 4th and 5th semester 2005
- Scholarship under **National scholarship scheme** from CBSE for excellent academics in Xth class 1999
- Top 0.1% certificate of excellence by CBSE for securing 99% in mathematics in Xth class 1999

TEACHING EXPERIENCE

- **Guest Faculty** - (i) Managerial Computing, PGP I- Three sections- Aug 2024 to Sep 2024 at Pandit Deendayal Energy University(PDEU, Gandhinagar) (ii) Big Data Management, PGP II- One section- Jan 2025 to March 2025 at Pandit Deendayal Energy University(PDEU, Gandhinagar)
- **Teaching Assistant** - (i) Leadership Through Analytics and Automation for Food and Agribusiness: PGP FABM II - Dec 2022 to Mar 2023: Instructed by Prof. Indranil Bose (ii) Tapping into Social Media: PGP II - Jun 2024 to Sep 2024: Instructed by Prof. Adrija Majumdar (iii) Digital Products, Platforms, Disruption and Transformation: PGP II - July 2024 to Sep 2024: Instructed by Prof. Sanjay Verma (iv) Negotiation Labs: PGPX - Jan 2025 to Feb 2025: Instructed by Prof. Biju Varkkey
- **Teaching Workshop** - (i) Participated in the Information Systems Curriculum & Pedagogy Workshop at IIM Kozhikode in Sep 2024

INDUSTRY EXPERIENCE

Gujarat Police	Apr 2021 - Jul 2021
• Summer Intern	
Steel Authority of India Limited	Sep 2015 - Jul 2020
• Retail Marketing Officer (Aug 2019 - Jul 2020)	
• Assistant Key Account Manager (Jun 2018 - Jul 2019)	
• Product Executive (Sep 2015 - Jun 2018)	
Twin Verticals Consultancy Private Limited	Nov 2014 - Aug 2015
• Co-Founder	
Virtusa Consulting	Apr 2014 - Oct 2014
• Associate Manager, Delivery	
Usha Martin Limited	Apr 2013 - Jun 2013
• Summer Intern	
Cisco Systems India Private Limited	Jun 2007 - Jun 2012
• Software Engineer	

Programming

R, Python, L^AT_EX, STATA

REFERENCES

Prof. Adrija Majumdar

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Indian Institute of Management, Ahmedabad
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Prof. Indranil Bose

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NEOMA Business School, France
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Prof. Sanjay Verma

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