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Vineet Kumar

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

UNIT	MARKETING
CONTACT	(617) 495-8040 Send E-Mail
INTERESTS	high-tech marketing, networks, product development, technological innovation, user-generated content, more >

- RELATED LINKS :**
- Christensen Center for Teaching and Learning
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 - ▶ Global Research Centers
 - Asia-Pacific Research Center
 - Japan Research Center (English)
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 - Latin America Research Center
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 - ▶ Initiatives
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 - Christensen Center for Teaching and Learning
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 - Leadership Initiative
 - Social Enterprise Initiative
 - Research Associate Positions

Overview	Biography	Publications & Course Materials	Current Research	Areas of Interest
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Vineet Kumar is an Assistant Professor of Business Administration in the Marketing Unit. He teaches the first-year M.B.A. course on Marketing.

Vineet's research has focused on understanding consumer and firm choices in industries that are highly influenced by technology. His current interests include investigating how value is created and captured when consumers, with the help of social media technologies, take a leading role in producing valuable user-generated content. He examines issues including how firms can design and deploy marketing tools to leverage user generated inputs to co-create digital products.

Vineet received his undergraduate degree from the Indian Institute of Technology, and completed his masters and doctoral studies at Carnegie Mellon University. His doctoral thesis research was awarded the William W. Cooper Doctoral Dissertation Award. Vineet has held positions in the technology industry, working at established as well as start-up companies, prior to his doctoral studies.

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- RESOURCES :**
- Baker Library | Bloomberg Center
 - Business History Review
 - Harvard Business Publishing
 - Harvard Business Review
 - HBS Alumni Bulletin
 - HBS Working Knowledge