



**Dr. Abhishek Kumar – Professor, Principal and Officiating Director, Army Institute of Management Kolkata (AIMK)**

Prof. (Dr) Abhishek Kumar earned his Ph.D. in Management from Pondicherry University. His doctoral work involved the creation of a scale to measure the brand personality of business media brands. He completed his MBA from Bharathidasan Institute of Management (BIM), Tiruchirappalli, Tamil Nadu, and undergraduate studies in economics from the University of Calcutta. He is also an Associate from the Indian Institute of Advanced Study, Shimla in philosophy. During his Associateship, he presented papers that dealt with the phenomenological design of a product. He has held several academic leadership positions, such as Director of Training and Head of the Doctoral Programs at the Anant National University, Ahmedabad, and has led Placements, Admissions, and Student Activities at BIM Trichy.

He played several business leadership roles in the media (ABP), banking (Yes Bank), and telecom (Bharti Airtel Ltd) industries and had a brief stint as a cadet at the National Defence Academy, Khadakvasla, Pune. As a business head in Yes Bank, he led CSR initiatives for the bank besides managing branch profitability. Under his leadership, the children's newspaper, The Telegraph in Schools, won the world's best children's Newspaper award from the World Association of Newspapers (WAN) Paris.

As an academician, he has domain expertise in product design, critical thinking, leadership, philosophy of design, semiotics, and continental philosophy. Some of his courses such as Philosophy of Architecture, Brand Management, and Critical Thinking attract a large number of students and professionals alike. He regularly conducts management development programs for middle and senior-level managers, using methods that are deeply immersed in philosophy and bring to question the most fundamental aspects of business and life that are often taken for granted.

He enjoys both academic writing as well as writing for general interest. He is the author of the recently published book. "Of Newtons and Apples" where he provides insights into 50 great minds in human history. His articles are frequently published in leading newspapers and magazines in the country. He has published more than 20 research articles in international peer-reviewed journals, has written three popular case studies on leadership: A Tale of Two CEOs, Ganges – A Temporary Institution and The Telegraph Goes Nude, and three case studies on product management published by Harvard Publishing and Vikalpa The Journal of IIMA. He has written a book on leadership titled, 'Three Dimensions of Successful Leadership' and has recently published an article titled 'Humanistic Leadership in the Tata Group'

He has a deep and abiding interest in literature and philosophy and has written extensively on the subject-

object split, phenomenological conception of product, and philosophical analysis of literary texts. His understanding is fashioned by a close reading of the works of Martin Heidegger, Karl Jaspers, Henri Lefebvre, Gaston Bachelard, and Michel Foucault. His method includes dwelling upon the aesthetic content of the matter at hand. It is a heady mixture of the sensuality of D H Lawrence, the iconoclasm of Bernard Shaw, the tragic appeal of Thomas Hardy, and the delightful rigor of Thomas Mann.