

ALAN MATHEW KUNNUPURAM

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Skytterveien 33, 5038, Bergen, Norway

RESEARCH INTERESTS

Sustainable marketing, marketing communication, moral emotions, brand transgressions, industry branding, sales management, consumer skepticism.

EDUCATION

NHH Norwegian School of Economics

Bergen, Norway

PhD Research Scholar - Doktorgradsstipendiat

2022 – 2026

- Department of Strategy and Management (SOL)
- Marketing Specialization
- BRANDINNOVA – Centre for Brand Research

NHH Norwegian School of Economics

Bergen, Norway

MSc in Economic and Business Administration

2020 – 2022

- Marketing and Brand Management (MBM)
- Best Master Thesis 2021/2022 (SOL)

Loyola Institute of Business Administration

Chennai, India

Post Graduate Diploma in Management

2016 – 2018

- Marketing Management
- Best Summer Internship Project

Cochin University of Science and Technology

Cochin, India

Bachelor of Technology

2012 – 2016

- Mechanical Engineering
- Best Final Year Project Award

WORK EXPERIENCE

Talent A S

Bergen, Norway

Marketing Consultant – Part Time

January 2021 – December 2021

- Create a marketing strategy to launch a new set of Talent brand products
- Coordinate the social media channels to increase brand awareness and reach in Norway
- Assist in the creation of an Online webstore to enable sale of Talent products in Norway
- Design a drop shipping model for Italian cloth manufactures to ship to Norway
- Constructing Brand Image, which aligns with the long-term objectives of the company

Nestle

Chennai, India

Sales Manager

2018 – 2020

- Handled 189 SKUs in 5 Product Categories
- Planning and Execution of the Sales and Marketing Strategies
- Data Collection and Statistical Analysis to identify the low performing SKU's
- Conducting research projects within the territory
- Study Customer Purchasing patterns and design better POP and POS strategies
- Perform competitor analysis and formulate strategies to win over the competitors
- Territorial Management of Business Partners
- Managed a Team of 6 Distributors, 18 Salesmen, 12 Merchandisers and 24 Distribution Staff
- Handled a Business with monthly Sales Turnover of 30 million rupees
- Coordinating the product movement with the Transportation and Logistics department
- Assisting in New Product Launches

- Execution of advertisement and promotional activities
- Ensure product availability and increase the market share

Nestle

Summer Trainee

- Business Development at Supplyco (Kerala State Civil Supplies Corporation)
- Market Study and Data Collection from 508 Super Markets, 25 Hyper Markets and 70 Regional Depots
- Study buyer purchasing patterns and customer demographics.
- Calculation of Market Share and Forward Stock Share
- Submitting the research findings and suggestions to the National Sales head
- Route Identification and Mapping for the Pilot Salesmen
- Handled a team of 21 Pilot Salesman of Nestle India Ltd
- Design an Order tracking system for the project.
- Ensuring the Long-Term feasibility of the project

*Cochin, India
April 2017 – June 2017*

Autokast Ltd (Govt of Kerala Undertaking)

In plant Trainee

- To assist the Engineering Department in its regular functioning
- To study the processes involved in Design and manufacture of locomotive components

*Alleppey, India
May 2014 – June 2014*

RESEARCH WORKS

Alternative communication strategies for sustainability in stigmatized industries: The role of two-sided appeals and counterfactual framing

– Alan Mathew Kunnumpuram, Magne Supphellen & Richard Bagozzi

(In review at the Journal of the Academy of Marketing Science)

Branding of industries: Effects of sustainability stereotypes on industry trust and the mediating role of moral emotions

– Alan Mathew Kunnumpuram, Magne Supphellen & Richard Bagozzi

(In review at the Journal of Brand Management)

Analyzing the relevance of ethical alignment in Corporate Social Responsibility initiatives.

– Alan Mathew Kunnumpuram & Magne Supphellen

(Proceedings of the European Marketing Academy, 52nd, 114403)

<http://proceedings.emac-online.org/pdfs/A2023-114403.pdf>

Determinants of consumer evaluation of sustainability claims – The moderating effect of regulatory focus

– Alan Mathew Kunnumpuram, Magne Supphellen & Nhat Quang Le

(Won the best Master Thesis award at NHH Norwegian School of Economics)

<https://openaccess.nhh.no/nhh-xmlui/bitstream/handle/11250/2985556/masterthesis.pdf?sequence=1&isAllowed=y>

Empowering Sustainability Officers: Behavioral Control as a Catalyst for Sustainability Performance, Profitability, Brand Positioning and Communication Trustworthiness

– Alan Mathew Kunnumpuram, Magne Supphellen & Nhat Quang Le

(Work in progress)

Synthetic respondents as a replacement for human participants in social psychology research: Exploring moral emotion overestimation and industry stereotype bias in AI-generated human personas

– Alan Mathew Kunnumpuram, Magne Supphellen & Richard Bagozzi

(Work in progress)

The interplay of entrepreneurial sustainability orientation and performance under the causation-effectuation framework

– Alan Mathew Kunnumpuram & Xiaoguang Wu

(Work in progress)

A Study on the diminishing Sales Turn-over of KIT KAT 2 Finger 18(40 x 18g)

For Nestle India Ltd

A Study on the diminishing Market Share and Sales Turn-over in Supplyco (Kerala State Civil Supplies Corporation)

For Nestle India Ltd

Analyzing the impact of customer reviews and customer ratings on buyer intension of electronic products in Amazon

Final research project at Loyola Institute of Business Administration

TEACHING EXPERIENCE

NHH Norwegian School of Economics (2023 - 2025)

MBM432: Sustainable Marketing

Lecturer for the master's degree course

Along with Professor Herbjørn Nysveen & Sven Arne Haugland

Spring Semester 2025

Student evaluation for me: 4.2/5

MBM432: Sustainable Marketing

Lecturer for the master's degree course

Along with Professor Herbjørn Nysveen & Sven Arne Haugland

Spring Semester 2024

Student evaluation for me: 3.9/5

MBM432: Sustainable Marketing

Lecturer for the master's degree course

Along with Professor Herbjørn Nysveen

Spring Semester 2023

Student evaluation for me: 4.0/5

MAB2: Marketing Communication

Guest lecturer in the master's degree Course

Along with Assistant Professor Jareef Martuza

Spring Semester 2025

MBM402B: Brand Management

Teaching Assistant on the master's degree Course

Along with Professor Leif E. Hem

Spring Semester 2025

SOL2: Markedsføring

Teaching Assistant on the bachelor's degree Course

Along with Associate Professor Alexander Hem

Fall Semester 2024

MBM431: Commercialization of Innovation
Teaching Assistant on the master's degree Course
Along with Professor Magne Supphellen
Fall Semester 2024

MBM424: Marketing Communication Effectiveness
Guest Lecturer and Teaching Assistant in the master's degree Course
Along with Professor Magne Supphellen
Spring Semester 2024

SOL2: Markedsføring
Teaching Assistant on the bachelor's degree Course
Along with Associate Professor Alexander Hem
Fall Semester 2023

MBM431: Commercialization of Innovation
Teaching Assistant on the master's degree Course
Along with Professor Magne Supphellen
Fall Semester 2023

MBM424: Marketing Communication Effectiveness
Teaching Assistant on the master's degree Course
Along with Professor Magne Supphellen
Spring Semester 2023

MBMTHE: Master's Thesis (Marketing and Brand Management)
Co-supervisor for 2 Graduate Students (along with Professor Magne Supphellen)
Fall Semester 2023

<https://openaccess.nhh.no/nhh-xmlui/bitstream/handle/11250/3131084/masterthesis.pdf?sequence=1&isAllowed=y>

MBMTHE: Master's Thesis (Marketing and Brand Management)
Co-supervisor for 1 Graduate Student (along with Professor Magne Supphellen)
Spring Semester 2024
<https://openaccess.nhh.no/nhh-xmlui/bitstream/handle/11250/3158967/no.nhh%3awiseflow%3a7041862%3a57769940.pdf?sequence=5&isAllowed=y>

CEMSBP: CEMS Business Project: Amino group Norge
Academic Supervisor for 5 Master students
Spring Semester 2025

CEMSBP: CEMS Business Project: Siemens Healthineers
Academic Supervisor for 5 Master students
Spring Semester 2023

CONFERENCE PRESENTATIONS

2025 AMS Annual Conference

Academy of marketing science Annual Conference, 2025

(May 21 – 23, 2025, Montreal, Canada)

“Testing Alternative Message Strategies for Communication of Sustainability Improvements
in “Dirty” Industries”

– Alan Mathew Kunnumpuram, Prof. Magne Supphellen & Prof. Richard Bagozzi

Johan Arndt Conference 2024

(June 6 – 7, 2024, Oslo, Norway)

“Differential perceptions of industry sustainability and its impact on trust formation. The relevance of moral emotions and group level self-image”

– Alan Mathew Kunnumpuram, Prof. Magne Supphellen & Prof. Richard Bagozzi

EMAC 2023

European Marketing Academy Annual Conference, 2023

(May 23 – 26, 2023, Odense, Denmark)

“Analyzing the relevance of ethical alignment in corporate social responsibility initiatives.”

– Alan Mathew Kunnumpuram & Prof. Magne Supphellen

Johan Arndt Conference 2023

(May 4 – 5, 2023, Bergen, Norway)

“How can companies in industries with perceived unsustainability effectively communicate their sustainability improvements.”

– Alan Mathew Kunnumpuram

Department Seminar at NHH 2022

(Dec 14, 2022, Bergen, Norway)

“Determinants of consumer evaluation of sustainability claims – The moderating effect of regulatory focus”.

– Alan Mathew Kunnumpuram, Prof. Magne Supphellen & Nhat Quang Le

International Organization of Scientific Research and Development

20th International Conference on Innovative Trends in Engineering, Life Science and Business

(8th & 9th September 2017, Chennai, India)

- Paper presented on “THE EFFECT OF WATER RESOURCE UTILISATION BY SOFT DRINKS INDUSTRY ON TAMIL NADU’S ECONOMY” – Alan Mathew Kunnumpuram, Rakesh Krishnan & Prof. Dr. A. Indira

TRAINING AND CERTIFICATION

University pedagogical training (50 hours)

NHH Norwegian School of Economics

Training received in

- constructive alignment and course design
- strategies to develop active learning.
- Effective supervision and microteaching

Bergen, Norway

January 2022

Lean White Belt

Lean Team Norge

- Introductory training received in Six Sigma Methodology
- Implementing the Lean principles of working smarter at organizational setting
- Reducing resource wastage and adopting a work culture of continuous innovation

Bergen, Norway

January 2022

Effective Selling Workshop

Nestle India Ltd

- Strategies to improve the efficiency in selling process
- Improvements to the steps in call execution

Chennai, India

November 2018

ICRC Workshop

Nestle India Ltd

- Integrated Customer Relationship and Channel Development
- Familiarize with modern trends in Customer management
- Strategies to promote Retail Channel Development

Chennai, India

December 2018

NCVP Workshop

Nestle India Ltd

- Nestle Corporate Visibility Program
- Strategies to improve the availability, visibility, and accessibility of products in retail outlets

Chennai, India

October 2018

RESEARCH SKILLS & INTERESTS

Research Skills:

Analytical Expertise: R, Mplus, STATA, SPSS

Technical Skills: SEM modeling, API integration for AI models.

Programing Expertise: C Programing, Java, Python.

Languages:

English, Norsk, Malayalam, Tamil, Hindi.

Community Involvement & Memberships:

Navigatørene, Lions club, Jesus Youth.