

# ALAN MATHEW KUNNUMPURAM

Alan.kunnumpuram@nhh.no • +47-55959429

Skytterveien 33, 5038, Bergen, Norway

## 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

### Loyola Institute of Business Administration

Chennai, India

*Post Graduate Diploma in Management*

2016 – 2018

- Marketing Management
- Best Summer Internship

### 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

Cochin, India

*Summer Trainee*

April 2017 – June 2017

- 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

**Autokast Ltd (Govt of Kerala Undertaking)**

*In plant Trainee*

*Alleppey, India  
May 2014 – June 2014*

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

---

**RESEARCH WORKS**

---

**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)*

**Trust in industries: The impact of perceived sustainability and the mediating role of moral emotions**

– Alan Mathew Kunnumpuram & Magne Supphellen

*(Work in progress)*

**Consumer expectancies in green communication: A multi method study on aligning corporate sustainability initiatives with the ethical principles of evaluation.**

– Alan Mathew Kunnumpuram & Magne Supphellen

*(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)**

MBMTHE: Master's Thesis (Marketing and Brand Management)

Co-supervisor for Graduate Students (along with Professor Magne Supphellen)

Fall Semester 2023

MBM432: Sustainable Marketing (along with Professor Herbjørn Nysveen)

Master's Degree Course

Spring Semester 2023

CEMSBP: CEMS Business Project

Academic Supervisor for Graduate Students

Spring Semester 2023

## CONFERENCE PRESENTATIONS

---

### 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

### International Organization of Scientific Research and Development

*20<sup>th</sup> International Conference on Innovative Trends in Engineering, Life Science and Business*

*(8<sup>th</sup> & 9<sup>th</sup> 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

---

### 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, R studio, Mplus, STATA, IBM SPSS

Technical Skills: Microsoft Office, Tableau Software

Programming Expertise: C Programming, Java

### Languages:

English (Fluent), Norsk (B1), Hindi (Fluent), Malayalam (Native), Tamil (Fluent)