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Sommario/riassunto	Dr. V. Kumar (VK) is the Professor of Marketing, and the Goodman Academic-Industry Partnership Professor, Goodman School of Business, Brock University, ON, Canada. Prior to joining Brock, VK was the Salvatore Zizza Professor of Marketing, Tobin College of Business at St. John's University, NY. He has held/holds several Distinguished Faculty Positions and Fellowships across universities worldwide. VK has also been honored as a Legend in Marketing through the 10-Volume Legends in Marketing series published by Sage Publications with commentaries from scholars worldwide. Professor Kumar has published over 300 scholarly papers and 30 books, received over 20 Lifetime Achievement Awards, and over 25 Research and Teaching Excellence

Awards. Professor Kumar has served as the Editor-in-Chief of the Journal of Marketing (2014-2018) and serves/served as the Department Editor of POM, and as the Consulting Editor of JIBS. Global Fortune 500 firms have implemented many of VK's ideas and models in multiple areas of marketing and operations which have resulted in gains of over multi-billion dollars. (URL: wwwdrvkumar.com and wwwvkclv.com)..
