

Abhisek Kuanr

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ACADEMIC POSITIONS

Essex Business School Assistant Professor of Marketing	Aug 2021 – Present
Open University External Examiner	May 2025 – Present

EDUCATION

Xavier Labour Research Institute (XLRI), India PhD in Marketing	2013-2020
Higher Education Academy, UK FHEA	2023
Tepper School of Business, US Fulbright – Nehru Scholarship	2014
XIMB, India MBA in Marketing	2005-2007

RESEARCH INTERESTS

Empirical Modelling; Behavioural Experiments; Social Network Analysis; Causal Inference and Event-Study Designs; Digital Purchase Journeys; Consumer Resistance

RESEARCH

Publications

Artificial Voices, Real Causes: The Dilemma of Virtual Influencer-Driven Brand Activism, *Psychology & Marketing*, Early View (2026), with Sampa Anupurba Pahi, Debasis Pradhan, Baidyanath Biswas, and Jingyu Zhu

Perfectly Imperfect: How Body-Positive Advertisements in Social Media Foster Consumer Engagement, *Journal of Advertising* 54.1 (2025): 79–98, with Debashree Roy Bhattacharjee, Debasis Pradhan, and Neeru Malhotra

When Chatbots Cause Trouble: How Agent Type and Conversation Style Shape Consumer Responses to Service Failures, *European Journal of Marketing* 59.12 (2025): 2788–2839, with Tapas Ranjan Moharana, Min Yan, Debasis Pradhan, and Dahlia El-Manstrly

Under Review

Digital Self-Tracking and Consumer Engagement: A Framework and Meta-Analysis, second revise and resubmit at *Journal of the Academy of Marketing Science*, with Anuj Jain and Debasis Pradhan

Do Discount Codes Increase Checkout Abandonment? First Insights on Procedural Friction in Online Retailing, under review at *Journal of Retailing*, with Jingyu Zhu, Kiran Pedda, and Abhijit Guha

When Influencers Become Unsafe: Brand-Safety Threats and Consumer Protection Responses in the Digital Endorsement Ecosystem, under review at *International Journal of Research in Marketing*, with Himanshi Sharma, Jingyu Zhu, and Debasis Pradhan

Working Papers

From Content to Connection: A Meta-Analysis of Consumer Engagement in Creator-Driven Platforms, with Kriti Gandhi and Rakesh Ranjan Parida

Recurring Donations and Volunteering: Commitment or Behavioural Substitution, with Jingyu Zhu

When High Stakes Meet Constraint: How Mortality and Scarcity Cues Shape Charitable Giving, with Debasis Pradhan

RESEARCH GRANTS AND PROJECTS

Completed Projects

EMeRGes: Exploring Determinants of Mental Health Resilience among Food Bank Users in Greenstead, Principal Investigator, North East Essex Clinical Commissioning Group, £39,900, 2023–2024

Submitted Grant Proposal

The Invisible Burden: The Hidden Social Costs of Frictionless Debt, Leverhulme Trust Research Project Grant, Outline Stage, £97,806 requested, decision pending

TEACHING

Essex Business School

Data-Driven and Digital Marketing	Spring 2024, 2025
Digital Marketing and Social Media	Autumn 2023, 2024, 2025
Strategic Marketing	Spring 2023, 2024, 2025
Consumer Behaviour	Spring 2023
Social Marketing	Autumn 2025

EXECUTIVE EDUCATION

Delivered Strategic Marketing executive education for HCL, 2025; currently supervising executive capstone projects on AI monetisation and AI-led business models, 2026.

DOCTORAL SUPERVISION

Completed: Sweta Srivastava, “Customer Engagement and Well-Being in Online Brand Communities,” Essex Business School.

Ongoing: Ziyu Ma, Ashwag Monef F. Alseari, Deepti Sumedh Kulkarni, and Chinwe Precious Aniekwena.

ACADEMIC AND EDITORIAL LEADERSHIP

Deputy Director, Essex MBA, with responsibility for alumni engagement, programme development, recruitment support, and accreditation activities.

Lead Guest Editor, Electronic Markets, Special Issue on “Digital Influence in the Platform Economy.”