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FORMATION

2024	Doctor of Philosophy, Marketing, Singapore Management University, Singapour
2014	Master of Science, Sciences de Gestion, Marketing, Imperial College London, Royaume-Uni

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2024 - Présent Professeur assistant, ESSEC Business School, France

PUBLICATIONS

Articles

JIANG, J., TULI, K. et KUMAR, N. (2026). Securing a Calibrated Marketing Budget. *Journal of Marketing*, In press(ja).

Conférences

JIANG, J., TULI, K. et KUMAR, N. (2025). Obtaining a Calibrated Marketing Budget. Dans: 2025 European Marketing Academy (EMAC) Spring Conference. Pozuelo.

Presse

JIANG, J. 2025. *Luxury sales are declining globally, but why are shoppers in Southeast Asia still splurging?* Juillet.

JIANG, J. (2025). Premiumization in India: Redefining aspiration. *Forbes*.

JIANG, J. (2025). Premiumization in India: Industry playbook and cultural imperatives. *Forbes*.