

Junqiu JIANG

Professeur assistant
Département: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: junqiu.jiang@essec.edu

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).

Presse

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

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