# Junqiu JIANG

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## EDUCATION

2024 Doctor of Philosophy, Marketing, Singapore Management University, Singapore

2014 Master of Science, Business administration, Marketing, Imperial College London, United Kingdom

## EMPLOYMENT

### Full-time academic positions

2024 - Present Assistant Professor, ESSEC Business School, France

## PUBLICATIONS

### Journal Articles

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

### Conferences

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

### Press

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

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

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