

# Junqiu JIANG

Assistant Professor

Department: Marketing

ESSEC Business School

3 avenue Bernard Hirsch

95021 Cergy-Pontoise

France

Email: junqiu.jiang@essec.edu

## EDUCATION

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|------|------------------------------------------------------------------------------------------------|
| 2024 | Doctor of Philosophy, Marketing, Singapore Management University, Singapore                    |
| 2014 | Master of Science, Business administration, Marketing, Imperial College London, United Kingdom |

## EMPLOYMENT

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### Full-time academic positions

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| 2024 - Present | Assistant Professor, ESSEC Business School, France |
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## PUBLICATIONS

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### 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). Premiumization in India: Redefining aspiration. *Forbes*.

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