

Junqiu JIANG

Assistant Professor

junqiu.jiang@essec.edu

Department: Marketing
Campus de Cergy

DIPLOMAS

DIPLOMAS

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

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|------------|--|
| 2024 - Now | Assistant Professor (ESSEC Business School France) |
|------------|--|

PUBLICATIONS

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

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

[JIANG, J. \(2025\). Premiumization in India: Redefining aspiration. *Forbes*.](#)

JOURNAL ARTICLES

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

