

PRAGGYAN (PAM) MOHANTY, Ph.D.

EDUCATION

Ph.D. (Business Administration – Marketing), May 2011 (Completed)
University of Missouri, Columbia, USA
GPA: 3.9/4.0

Dissertation Title: “Associative Versus Item Memory for Brands among Elderly Consumers”

Chairs: S. (Ratti) Ratneshwar and Moshe Naveh-Benjamin (Department of Psychological Sciences)

Master of Business Administration in Marketing, 1997 -1999
Institute for Technology and Management, Mumbai, India

Bachelor of Arts in Economics, 1994-1997
Ravenshaw College, Utkal University, India
Minor emphasis: Psychology
First Class Honors with Distinction

ACADEMIC EXPERIENCE (CURRENT)

- Assistant Professor of Marketing, Governors State University, University Park, Illinois, Aug 2011 – current

INDUSTRY EXPERIENCE

- Senior Research Executive, **ACNielsen (Marketing Research Agency)**, Bangalore (India), May 2003 – June 2004; **Job Description:** Conducting, managing and delivering research projects; handled brand repositioning and new product launch projects
- Project Assistant, **Indian Institute of Management (Business School)**, Lucknow (India), June 2002 –November 2002 ; **Job Description:** Research assistant for a book writing project on brands in India
- Brand Service Manager, **Lowes Lintas India (Advertising agency)**, Mumbai (India), May 2000 - March 2001 ; **Job Description:** Client servicing for Unilever’s detergent brands; handled brand repositioning and brand migration projects

- Sr. Corporate Account Executive (Sales & Marketing), **GMS Technologies Limited (Outdoor Advertising Agency)**, Mumbai (India), June 1999- May 2000 ; **Job Description:** Business-to-business sales and marketing

RESEARCH INTERESTS

Marketing Communications, Branding, Consumer Behavior, Learning and Memory for New Information, Visual Information Processing, Elderly Consumers, Information Processing in Groups

TEACHING INTERESTS

Consumer Behavior, Principles of Marketing, Marketing Strategy, Marketing Research, Integrated Marketing Communications, Brand Management, Services Marketing, Personal Selling and Sales Management

TEACHING EXPERIENCE

GOVERNORS STATE UNIVERSITY

Undergraduate

MKTG 3200 Consumer Behavior

- Fall 2011, Class size = 7 students
- Spring 2012, Class size = 10 students
- Fall 2013, Class size = 20 students
- Fall 2014, Class size = 21 students

MKTG 2100 Introduction to Marketing Management/ Principles of Marketing

- Fall 2011, Class sizes = 26, 19 students respectively
- Spring 2012, Class size = 29 students
- Fall 2012, Class sizes = 24, 30 students respectively
- Spring 2013, Class size = 29 students
- Fall 2013, Class size = 21 students
- Spring 2014, Class size = 23 students
- Fall 2014, Class size = 28 students

MKTG 4200 Promotional Strategies/ Integrated Marketing Communications

- Spring 2012, Class size = 8 students
- Spring 2013, Class size = 14 students
- Spring 2014, Class size = 26 students

MKTG 4400 Marketing Channels Management

- Fall 2012, Class size = 8 students
- Fall 2013, Class size = 12 students
- Fall 2014, Class size = 14 students

MKTG 7100 MBA

Strategic Management (Online Supply Chain Management MBA class)

- Spring 2013, Class size = 11 students
- Spring 2014, Class size = 23 students

UNIVERSITY OF MISSOURI

Consumer Behavior

- Fall 2008, Class size = 35 students
- Spring 2009, Class size = 36 students
- Fall 2009, Class size = 33 students

PUBLICATIONS: REFEREED JOURNAL ARTICLES

Chowdhury, Tilottama G., S. Ratneshwar, and Praggyan Mohanty (2009), "The Time-Harried Shopper: Exploring the Differences between Maximizers and Satisficers," *Marketing Letters*, 20 (2), 155-167.

Schwartz and his colleagues have proposed individual differences in consumer decision goals. Maximizers are those who always strive to make the best possible decision, whereas satisficers are those who are usually willing to settle for a "good enough" option. In this study, we explore the influence of the maximizing trait in situations where consumers have to make quick purchase decisions. The context for our empirical study is online gift purchases made under a time constraint. The results support our predictions that maximizers (vs. satisficers) engage in more pre-purchase browsing behavior and also perceive more decision time pressure. Furthermore, these effects are moderated by the size of the available choice assortment. The results also show that maximizers are more likely to change their initial time-constrained choices if given the opportunity to do so. We discuss the implications of the research for the study of individual differences in consumer behavior and also for customizing retail sales and Internet marketing tactics based on buyer segmentation.

Mohanty, Praggyan and S. Ratneshwar, "Did You Get It? Factors Influencing Subjective Comprehension of Visual Metaphors in Advertising," *Journal of Advertising*, doi: 10.1080/00913367.2014.967424.

This research examines how the degree of incongruity of a metaphor, need for cognition (NFC), and type of processing affect the subjective comprehension of visual metaphor ads. Across three studies, involving different manipulations of incongruity, we find an inverse relationship between the degree of incongruity in a visual metaphor and subjective ad comprehension, as well as a positive relationship between NFC and subjective ad comprehension. Furthermore, we show that NFC becomes more consequential for subjective ad comprehension at higher levels of incongruity. Similarly,

the beneficial effects of relational (vs. item) processing on subjective ad comprehension are greater for higher incongruity visual metaphor ads.

PUBLICATIONS: CONFERENCE PROCEEDINGS

Mohanty, Praggyan (2008) "The Use of Visual Metaphors in Ads: Incongruity, the Aha Effect and Affect," AMA Winter Educators' Conference: Marketing Theory and Applications, Austin, TX, 1-9.

Mohanty, Praggyan (2007) "My Jaguar is a Dog: Role of Incongruity and 'Aha' Effect in Pleasure of the Text," Sixteenth Annual Robert Mittelstaedt Doctoral Symposium Doctoral Research in Marketing, (5-7) April.

CONFERENCE PRESENTATIONS

Mohanty, Praggyan, S. Ratneshwar, and Moshe Naveh-Benjamin (2013), Effects of Different Types of Schematic Support on Item and Associative Memory for Brands in Older Consumers, Association for Consumer Research Annual North American Conference, Chicago, IL (*National, major, peer-reviewed conference*)

Mohanty, Praggyan, S. Ratneshwar, and Moshe Naveh-Benjamin (2012), Improving Associative and Item Memory for Brands Among Elderly Consumers, Association for Consumer Research Annual North American Conference, Vancouver, Canada (*National, major, peer-reviewed conference*)

Mohanty, Praggyan, S. Ratneshwar, and Moshe Naveh-Benjamin (2012), "Making Brand Associations and Brand Elements Memorable in Elderly Consumers," Summer Marketing Educators Conference, American Marketing Association, Chicago IL (*National, major, peer-reviewed conference*)

Mohanty, Praggyan, S. Ratneshwar, and Moshe Naveh-Benjamin (2012), "Effect Of Age And Prior Knowledge On Associative And Item Memory For Brands," Society for Consumer Psychology Annual 2012 Summer Conference, Orlando FL (*National, major, peer-reviewed conference*)

Symposium/ Special Session (2011), "Visual Advertising: Paths to Persuasion," Society for Consumer Psychology Winter Conference, Atlanta, GA (*National, major, peer-reviewed conference*)

- Session Chair: Praggyan Mohanty, Discussion Leader: Laura A. Peracchio

Mohanty, Praggyan (2008), "The Use of Visual Metaphors in Ads: Incongruity, the Aha Effect and Affect," American Marketing Association Winter Educators' Conference:

Marketing Theory and Applications, Austin, TX, 1-9 (*National, major, peer-reviewed conference*)

Mohanty, Praggyan (2007), "The Use of Visual Metaphors in Ads: Incongruity, Aha Effect and Affect," Poster Presentation at the Association for Consumer Research Annual North American Conference, Memphis, TN (*National, major, peer-reviewed conference*)

Mohanty, Praggyan (2007), "My Jaguar is a Dog: Role of Incongruity and 'Aha' Effect in Pleasure of the Text," Sixteenth Annual Robert Mittelstaedt Doctoral Symposium Doctoral Research in Marketing, (5-7) April. (*National, major, peer-reviewed conference*)

ACADEMIC AWARDS, FELLOWSHIPS, SCHOLARSHIPS, AND GRANTS

\$2350, Governors State University Research Grant (2011-12), Principal Investigator – Praggyan Mohanty

\$4860, Robert J Trulaske Sr. College of Business Large Grant Program (2009), University of Missouri, Principal Investigators – Praggyan Mohanty and S. Ratneshwar

\$1500, Transformative Consumer Research Grant (2008), Association of Consumer Research, Principal Investigators – Praggyan Mohanty, S. Ratneshwar, and Moshe Naveh-Benjamin

\$4,000 per year, Ponder Scholarship Award (2005, 2006, 2007, and 2008), Trulaske College of Business, University of Missouri,

Robert A. Mittelstaedt Doctoral Symposium Fellow (2007), University of Nebraska

Summer Research Fellowship (2006), Department of Marketing, University of Missouri

PROFESSIONAL SERVICES

FOR GOVERNORS STATE UNIVERSITY

- Co-chair and Member, CBPA Faculty and Student Development Committee, Academic Year 2014-15
- Institutional Review Board (IRB) Member, Summer 2013 onwards
- Delta Mu Delta Faculty Advisor, Spring, Summer 2012
- Marketing Faculty Recruitment Committee, Fall 2011 – Spring 2012, Fall 2013
 - Recruitment of a faculty in Marketing (Fall 2011) and Accounting (Fall 2013)

EXTERNAL SERVICE

Journal Article Review

- Ad-hoc Reviewer for “Social Influence” journal, Fall 2011 – Spring 2012

Conference Papers Review

- Ad-hoc Reviewer for Association for Consumer Research Annual North American Conference, October 2013
- Ad-hoc Reviewer for Society of Consumer Psychology Conference, Feb 2012
- Ad-hoc Reviewer for American Marketing Association Conference, Winter 2007

Session Co-Chair (2013), Session “How Motivation, Duration, Brands, & Age Shape Memory,” Association for Consumer Research Annual North American Conference, Chicago, IL (*National, major, peer-reviewed conference*)

Session Chair (2012), Session “Inside the mind,” Association for Consumer Research Annual North American Conference, Vancouver, Canada (*National, major, peer-reviewed conference*)

MEMBERSHIPS

Association for Consumer Research
Memory and Cognitive Aging Laboratory, University of Missouri (Fall 2007 – Spring 2011)