

PRAGGYAN (PAM) MOHANTY, Ph.D.

Last updated in August, 2022

Biographical Note

Praggyan (Pam) Mohanty worked in top multinational companies in the areas of marketing research (Nielsen, India) and advertising (MullenLowe Lintas, India) before transitioning into academia. She received her Ph.D. in Marketing from the Trulaske College of Business, University of Missouri. She has published in reputed, peer-reviewed journals, such as the Journal of Advertising, the Journal of Memory and Language, Psychology and Aging, Marketing Letters, etc. Her research interests are advertising, visual persuasion, consumer information processing, memory, digital marketing, prosocial behavior, and aging.

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)

- Associate Professor of Marketing, College of Business, Governors State University, University Park, Illinois, Aug 2017 – Current
 - College of Business, Governors State University is a AACSB-Accredited Business School

- Assistant Professor of Marketing, Governors State University, University Park, Illinois, Aug 2011 – 2017

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, **Low 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

Digital Marketing, Social Media, Visual Persuasion, Marketing Communications, Brand Strategy, Consumer Behavior, Learning and Memory Issues in Consumer Contexts, Elderly Consumers, Prosocial Behavior

TEACHING INTERESTS

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

TEACHING EXPERIENCE

GOVERNORS STATE UNIVERSITY

Undergraduate

- MKTG 2100 Introduction to Marketing
- MKTG 3200 Consumer Behavior
- MKTG-3500 Digital Marketing
- MKTG 4200 Promotional Strategies

- MKTG 4400 Marketing Channel Management

MBA

- MKTG 7100 Strategic Management

UNIVERSITY OF MISSOURI

- Consumer Behavior (Undergraduate)

REFEREED JOURNAL ARTICLES AND MANUSCRIPTS

Mohanty, Praggyan (Pam), and Moshe Naveh-Benjamin (2018), "Mitigating the adverse effects of response deadline on recognition memory: Differential effects of semantic memory support on item and associative memory," *Journal of Memory and Language*, 102, 182-194, doi: 10.1016/j.jml.2018.05.010

- *The Journal of Memory and Language is a premier journal in psychology and a top-ranking journal in the area of language and linguists. It contributes to the formulation of scientific issues and theories in the broad areas of memory and language (learning, comprehension and production). Journal Quality Indicators: 2021 Impact Factor - 4.521, 2021 CiteScore - 5.6*

Mohanty, Praggyan and S. Ratneshwar (2016), "Visual Metaphors in Ads: The Inverted-U Effects of Incongruity on Processing Pleasure and Ad Effectiveness," *Journal of Promotion Management*, 22 (3), 443-460, doi: 10.1080/10496491.2016.1154924

- *The Journal of Promotion Management is a peer-reviewed publication committed to publishing scholarly research findings that have a high impact on the field of promotion management. Journal Quality Indicator: 2021 CiteScore - 4.0*

Mohanty, Praggyan, Moshe Naveh-Benjamin, and S. Ratneshwar (2016), "Beneficial Effects of Schematic Support on Older Adults' Memory: Differential Patterns of Support of Item and Associative Information," *Psychology and Aging*, 31 (1), 25-36, doi: 10.1037/pag0000059

- *Psychology and Aging is published by the American Psychological Association (APA). It publishes original articles on adult development and aging. Journal Quality Indicators: 2021 Impact Factor - 4.201, Ranking in Gerontology - 9 of 37*

Mohanty, Praggyan and S. Ratneshwar (2015), "Did You Get It? Factors Influencing Subjective Comprehension of Visual Metaphors in Advertising," *Journal of Advertising*, 44 (3), 232-242, doi:10.1080/00913367.2014.967424

- *The Journal of Advertising (JA) is the premier academic publication covering significant intellectual development pertaining to advertising theories and their relationship with practice. Journal of Advertising is the Official Journal of the American Academy of Advertising. **Journal Quality Indicators: 2021 Impact Factor - 6.528, 2021 CiteScore - 8.5, Rankings: 1/92 in Communication; 12/152 in Business***

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, doi: 10.1007/s11002-008-9063-0

- *Marketing Letters: A Journal of Research in Marketing publishes high-quality, shorter papers on marketing, the emphasis being on immediacy and current interest. **Journal Quality Indicator: 2021 Impact Factor - 3.426***

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 (2021), Understanding the Role of Visual Anchoring With Product Image in Ad Effectiveness of Replacement Visual Rhetorics, Marketing Management Association Fall Conference. (*National, peer-reviewed conference, online*)

Mohanty, Praggyan (2020), Gestalt Image Ads: A New Style of Advertising in the Digital Age, Marketing Management Association Spring Conference, online. (*National, peer-reviewed conference, online*)

Mohanty, Praggyan & Moshe Naveh-Benjamin (2018), Mitigating Time-Pressure Based Decline in Brand Recognition: Distinctive Effects of Semantic Memory Support, Marketing Management Association Spring Conference, Chicago, Illinois. (*National, peer-reviewed conference*)

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, 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, 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, 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, peer-reviewed conference*)

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

ACADEMIC AWARDS, FELLOWSHIPS, SCHOLARSHIPS, AND GRANTS

- **Best Refereed Paper Award**, 2021 Marketing Management Association Fall Educators' Conference, for paper titled "*Understanding the Role of Visual Anchoring With Product Image in Ad Effectiveness of Replacement Visual Rhetorics*"
- Spring 2021 College of Business Faculty Mini-Grant \$595
- Spring 2019 College of Business Faculty Mini-Grant \$500

- Fall 2018 COB College of Business Faculty Mini-Grant \$238
- \$2000, Governors State University Research Grant (2018 – 19), Principal Investigator – Praggyan Mohanty
- 2017-18 College of Business Faculty Mini-Grant\$600
- 2017-18 College of Business Faculty Research Award Winner
- 2016-17 College of Business Faculty Research Award Winner
- 2016-17 University Faculty Excellence Award Nominee
- \$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

GOVERNORS STATE UNIVERSITY

Leadership Roles – University Level

- Co-Chair, Faculty Senate Faculty Wellness Ad-hoc Committee, Academic Year Fall 2017 – Fall 2019
- Responsibilities:
The purpose of this task force was to identify and inform GSU’s Faculty Senate about the key issues that were currently affecting and were obstacles to faculty

well-being and job satisfaction that could in turn potentially affect job performance and productivity.

- Co-Chair, Faculty Senate SEI Content Task Force, Academic Year 2016 – 18
 - Responsibilities:
The purpose of this task force was to develop new items and procedures for assessing Student Evaluations of Instruction (SEIs) that are congruent with GSU policies, varied course delivery methods, and the new online system for collecting SEI data. The task force was to also establish processes, with cooperation of the administration, to assess whether unfair bias exists in responses to SEIs and whether SEIs are valid measures of outcomes valued by the GSU community.
- Co-Chair, Institutional Review Board (IRB), Academic Year 2015 – 16

Leadership Roles – College Level

- Chair, COB Faculty Search for tenure-track Marketing Faculty, Fall 2018
 - Responsibilities:
The role of the chair is to facilitate the faculty hiring process, from interfacing with the HR person and managing the HR portal, preparing the evaluation and screening forms and surveys, coordinating the meetings involving the search committee, reviewing the applications, facilitating the process of short-listing candidates, interviewing the candidates, hosting the campus visit candidates, preparing the document with the search committee's recommendations, etc.
- Co-chair, COB Faculty Search for tenure-track Marketing Faculty, Fall 2016
- Co-chair, CBPA Faculty and Student Development Committee, Academic Year 2014 – 15
- Course Leader, MKTG 2100 Introduction to Marketing Management and MKTG7100 Strategic Marketing (– Current)

Member Roles – University Level

- University Personnel Committee, Academic Year 2019 – 22
- PBAC Technology Advisory Committee (TAC), Academic Year 2020 – 22
- Faculty Professional Development Committee, Academic Year 2017 – 19, 2019 – 21, 2021 – 23
- Administrative Policy Committee, Fall 2017 – Spring 2018
- Faculty Senate Member, Academic Year 2016 – 18, 2018 – 20
- Faculty Senate Executive Board Member, Academic Year 2016 – 17

- Institutional Review Board (IRB) Member, Academic Year 2013 – 2015, 2022 – 2025
- COB representative for the Annual GSU Student Research Conference, Spring 2015 – 2016

Member Roles – College Level

- Faculty and Student Development Committee, Academic Year 2011 – 2017, 2022 – current
 - Worked on drafting the Division Criteria that is used for promotion, retention, and tenure purposes; worked on drafting the Participating and Supporting criteria document
- Assurance of Learning, Academic Year 2020 – 21, 2021 – 22
- College Personnel Committee, Academic Year 2017 – 2019, 2023 – 24
- College Curriculum Committee, Academic Year 2018 – 2020
- College Grievance Committee, Academic Year 2019 – 2020
- 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 “Psychological Research,” AY 2022 – 2023.
- Ad-hoc Reviewer for “Journal of Advertising,” Spring 2015, Summer 2017, Summer 2019
- Ad-hoc Reviewer for “Psychology and Aging,” Spring 2016, Spring 2018, Spring 2021, Fall 2021
- Ad-hoc Reviewer for “Journal of Marketing Communications,” Summer 2019, Fall 2019
- Ad-hoc Reviewer for “Journal of Promotion Management,” Summer 2015, Spring 2016
- Ad-hoc Reviewer for the “Social Influence” journal, Fall 2011 – Spring 2012

Conference Papers Review

- Ad-hoc Reviewer for American Marketing Association Conference, Summer 2016
- 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, peer-reviewed conference)*

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