

# PRAGGYAN (PAM) MOHANTY, Ph.D.

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Last updated in September, 2024

## 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, and the Journal of Promotion Management. Her research interests are advertising, visual persuasion, consumer information processing, memory, digital marketing, prosocial behavior, and aging.

## EDUCATION

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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)

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

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

## **INDUSTRY EXPERIENCE**

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- 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**

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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**

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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**

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### **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**

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**Mohanty, Praggyan (Pam)** (Sole-authored) (2024), "Puzzle Pictures: A Study on Reversible Figures in Advertising," *Journal of Advertising*, 1–19, <https://doi.org/10.1080/00913367.2023.2288832>

- *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 – Impact Factor 2022: 5.7, Q1 Impact Factor Best Quartile, 5-year IF: 9.3, (2022), CiteScore 2022: 10.4, Q1 CiteScore Best Quartile, 2019 Rankings: 1/92 in Communication; 12/152 in Business**

**Mohanty, Praggyan (Pam)**, and Moshe Naveh-Benjamin (Print Publication, October 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, <https://doi.org/10.1016/j.jml.2018.05.010>

- *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 areas of memory, language comprehension and production, and cognitive processes.*
- **Journal Quality Indicators – 2022 Impact Factor: 4.3 CiteScore: 7, Scimago journal ranking for Experimental and Cognitive Psychology, Rank # 7, SJR score, 1.942, Q1; H index 172**

**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 Indicators – 2022 CiteScore: 5.3; Q2 CiteScore Best Quartile***

**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 – 2022 Impact Factor: 3.7, 5-Year Impact Factor: 3.8, Ranking in Gerontology: 2 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 – Impact Factor 2022: 5.7, Q1 Impact Factor Best Quartile, 5-year IF: 9.3, (2022), CiteScore 2022: 10.4, Q1 CiteScore Best Quartile, 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 Indicators - Impact Factor 2022: 3.6; 5-year Impact Factor: 3.8***

## **PUBLICATIONS: CONFERENCE PROCEEDINGS**

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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

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**Mohanty, Praggyan** (March 2024), Reversible Figure Ads—A New Form of Marketing Communication, Marketing Management Association **Spring Virtual** Conference.

- ✓ Winner of the Best Paper of the Conference Award at the 2024 Marketing Management Association Spring Virtual Conference

**Mohanty, Praggyan** (October 2021), Understanding the Role of Visual Anchoring With Product Image in Ad Effectiveness of Replacement Visual Rhetorics, Marketing Management Association **Fall** Conference, Online.

- ✓ Winner of the Best Refereed Paper Award at the 2021 Marketing Management Association Fall Educators' Conference

**Mohanty, Praggyan** (March 2020), Gestalt Image Ads: A New Style of Advertising in the Digital Age, Marketing Management Association **Spring** Conference, Online.

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

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**

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- Governors State University’s 2024 Dr. Larry A. McClellan Award for Faculty Research Excellence Winner
- Governors State University’s 2024 Faculty Connection, Collaboration, and Celebration Award Winner
- **Best Paper of the Conference Award**, 2024 Marketing Management Association Spring Virtual Conference, for the paper titled, “*Reversible Figure Ads—A New Form of Marketing Communication.*”
- **Best Refereed Paper Award**, 2021 Marketing Management Association Fall Educators’ Conference, for the 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**

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### **GOVERNORS STATE UNIVERSITY**

#### **Leadership Roles – University Level**

- Co-Chair, Faculty Senate Faculty Wellness Ad-hoc Committee, Academic Year Fall 2017 – Fall 2019
- Job 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 – 2018
  - Job 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 also to establish processes, with the 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 – 2016

### **Leadership Roles – College Level**

- Chair, COB Faculty Search for tenure-track Marketing Faculty, Fall 2018
  - Job 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 – 2015
  - Job Responsibilities
    - Work with chairs to monitor and document faculty AQ/PQ qualifications for AACSB reporting.
    - Draft Standards 2,12, 13, and 14 of SER.
    - Revise and coordinate CBPA faculty awards process
    - Coordinate faculty scholarship brown bag lunches
    - Revise PQ Validating activities document
    - Draft faculty mentoring process
- Course Leader, MKTG 2100 Introduction to Marketing Management and MKTG7100 Strategic Marketing ( – Current)

### **Member Roles – University Level**

- Institutional Review Board (IRB) Member, Academic Year 2013 – 2015, 2022 – 2025



- University Personnel Committee, Academic Year 2019 – 2022
- PBAC Technology Advisory Committee (TAC), Academic Year 2020 – 2022
- Faculty Professional Development Committee, Academic Year 2017 – 2019, 2019 – 2021, 2021 – 2023
- Administrative Policy Committee, Fall 2017 – Spring 2018
- Faculty Senate Member, Academic Year 2016 – 18, 2018 – 2020
- Faculty Senate Executive Board Member, Academic Year 2016 – 2017
- 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 are used for promotion, retention, and tenure purposes; worked on drafting the Participating and Supporting criteria document; co-chaired the Faculty Development Subcommittee
- Assurance of Learning, Academic Year 2020 – 2021, 2021 – 2022
- College Personnel Committee, Academic Year 2017 – 2019, 2023 – 2024
- 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**

#### **Editorial Review Board Member**

- Journal of Promotion Management, appointment starting July 5, 2024

#### **Ad-hoc Journal Article Reviewer**

- Ad-hoc Reviewer for “Journal of Promotion Management,” Summer 2015, Spring 2016, Spring-Summer 2024
- Ad-hoc Reviewer for “Psychological Research,” AY 2022 – 2023
- Ad-hoc Reviewer for “Psychology and Aging,” Spring 2016, Spring 2018, Spring 2021, Fall 2021
- Ad-hoc Reviewer for “Journal of Advertising,” Spring 2015, Summer 2017, Summer 2019
- Ad-hoc Reviewer for “Journal of Marketing Communications,” Summer 2019, Fall 2019
- Ad-hoc Reviewer for the “Social Influence” journal, Fall 2011 – Spring 2012

### **Ad-hoc Conference Papers Reviewer**

- 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*)