

ALOKPARNA (SONIA) BASU MONGA

Rutgers Business School
Rutgers University
1 Washington Park, Room 932
Newark, NJ 07102

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ACADEMIC POSITIONS

2014 - present	Professor of Marketing (with tenure) Rutgers University: Rutgers Business School-Newark & New Brunswick
2011 – 2014	Associate Professor of Marketing (with tenure) University of South Carolina
2008 - 2011	Assistant Professor of Marketing University of South Carolina
2004 - 2008	Assistant Professor of Marketing University of Texas at San Antonio

EDUCATION

1999-2004	Ph.D., Marketing, University of Minnesota Major: Marketing Minor: Psychology
1995-1996	Master of Business Administration (MBA) Lancaster University, Lancaster, England
1991-1995	Bachelor of Pharmacy (Honors) Birla Institute of Technology & Science, Pilani, India

HONORS AND AWARDS

Faculty Fellow Rutgers Institute for Corporate Social Innovation (2019- current)
Journal of Consumer Research Outstanding Reviewer Award (2017)
Keynote speaker, *Brands and Brand Relationships Conference* (2016)
PMBA teaching grant award, USC (2013)
Park award for outstanding contribution to *Journal of Consumer Psychology* (2010)
CIBER research grant, USC (2008, 2009, 2010)
Moore School research grant, USC (2010, 2011, 2012)
Lieberman Award for teaching excellence, University of Minnesota (2004)
ACR-Sheth Dissertation award for cross-cultural research (2003)

HONORS AND AWARDS (cont'd)

Carlson School of Management Fellowship, University of Minnesota (1999-2003)
Roland Vaile Fellowship, University of Minnesota (Summer 2002)
Representative for Haring Symposium, University of Minnesota (2002)

RESEARCH INTERESTS

❖ Branding, Culture, and Corporate Social Responsibility

ACADEMIC PUBLICATIONS

- [1] Monga, Alokparna (2020), "When Being Good Backfires: Overcoming Misfits Between Brand and Corporate Social Responsibility," *Rutgers Business Review*.
- [2] Patrick, Vanessa and Alokparna Basu Monga (2020), "Building and Growing Luxury Brands: Strategies for Pursuing Growth while Maintaining Brand Coherence" in *Research Handbook on Luxury Branding*, Eds.: Felicitas Morhart, Sandor Czellar, and Keith Wilcox, Edward Elgar Publishing.
- [3] Ji Kyung Park, Carlos Torelli, Alokparna Monga & Debbie John (2019), "Value Instantiation: How to Overcome the Value Conflict in Promoting Luxury Brands with CSR Initiatives," *Marketing Letters*, 30, 307–319.
- [4] Stoner, Jen, Torelli, Carlos, and Alokparna Basu Monga (2017), "The Asymmetric Effect of Image and Portfolio-Based Abstractness," *Journal of Product and Brand Management, Special Issue on Brand Equity*, 26 (5), 503-515.
- [5] Monga, Alokparna Basu (2017), "Culture and Consumer Behavior: Implications for the Indian Context" in *Indian Consumer Behavior*, Ed.: Durairaj Maheswaran, Oxford University Press, India.
- [6] Monga, Alokparna Basu and Jerome D. Williams (2016), "Cross-cultural Styles of Thinking and their Influence on Consumer Behavior," *Current Opinion in Psychology*, 10, 65-69
- [7] May, Frank, Monga, Alokparna Basu and Kartik Kalaiganam (2014), "Consumer Responses to Brand Failures: The Neglected Role of Honor Values," In *Review of Marketing Research* (Special Issue on Brand Meaning Management), Special Issue Editors: Deborah J. MacInnis and C. Whan Park. Publisher: Emerald.
- [8] Monga, Alokparna and Zeynep Gürhan-Canli (2012), "The Influence of Mating Mindsets on Brand Extension Evaluation." *Journal of Marketing Research*, 49 (August), 581-93.
- [9] Torelli, Carlos, Alokparna Monga, and Andrew Kaikati (2012), "Doing Poorly by Doing Good: Corporate Social Responsibility and Brand Concepts." *Journal of Consumer Research*, 38 (February), 948-963.

ACADEMIC PUBLICATIONS (CONT'D)

- [10] Swaminathan, Vanitha and Alokparna Basu Monga (2012), "Brand Relationships and Self," In *Routledge Companion to Identity and Consumption*, Editors: Russell Belk and Ayalla Ruvio. Publisher: Routledge.
- [11] Monga, Alokparna Basu and Deborah Roedder John (2010), "What Makes Brands Elastic? The Influence of Brand Concept and Styles of Thinking on Brand Extension Evaluation," *Journal of Marketing*, 74 (May), 80-92.
- [12] Monga, Alokparna Basu and Deborah Roedder John (2009), "Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking." In *Handbook of Brand Relationships*, Editors: Deborah J. MacInnis, C. Whan Park, and Joseph Priester. Publisher: M.E. Sharpe, 247-266.
- [13] Monga, Alokparna Basu and Deborah Roedder John (2008), "When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking," *Journal of Consumer Psychology*, 18 (4), 320-332.
- THIS PAPER WON THE PARK OUTSTANDING CONTRIBUTION AWARD AT JCP (2010)
- [14] Monga, Alokparna Basu and Loraine Lau-Gesk (2007), "Blending Co-brand Personalities: An Examination of the Complex Self," *Journal of Marketing Research*, 44 (August), 389-400.
- [15] Monga, Alokparna Basu and Deborah Roedder John (2007), "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," *Journal of Consumer Research*, 33 (March), 529-536.
- REPRINTED IN JCR'S RESEARCH CURATIONS: CULTURAL DIFFERENCES (SEPT 2017); CURATOR: SHARON SHAVITT
- [16] John, Deborah Roedder, Barbara Loken, Kyeong-heui Kim and Alokparna Basu Monga (2006), "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," *Journal of Marketing Research*, 43 (November), 549-563.
- [17] Monga, Alokparna Basu and Deborah Roedder John (2004), "Consumer Responses to Brand Extensions: Does Culture Matter?" *Advances in Consumer Research*, Volume XXXI, p. 216-219.
- Full paper in Conference Proceedings
- [18] Monga, Alokparna (2002), "Brand as a Relationship Partner: Gender Differences in Perspectives," *Advances in Consumer Research*, Volume XXIX, p. 36-41.
- Full paper in Conference Proceedings

NON-ACADEMIC PUBLICATIONS

- [1] Monga, Alokparna & Liwu Hsu (2018), "How Consumers' Styles of Thinking Can Control Brand Dilution," *GfK Intelligence Review*, 10 (1), 40-45.

RESEARCH IN PROGRESS

- [1] “How Life role transitions shape brand extension evaluations” (With Lei Su and Yuwei Jiang).
- [2] “Political Ideology and Brand Centricity (With Efe Camurdan and Zeynep Gürhan-Canli).
- [3] “Brand’s Socially Responsible Communications: The Role of Dialectic Thinking” (With Zeynep Gürhan-Canli, Vanitha Swaminathan, & Gunben Ceren Aksu).
- [4] “Political ideology and brand extensions” (With Cristobal Barra, Carlos Torelli and Yeni Zhou)
- [4] “Self construal and consumer responses to pronunciation difficulty of brand names” (With Gunben Ceren Aksu and Yeni Zhou)
- [5] “Tradition Brand Concepts and Social Media: A Brand Dilution View” (With Gunben Ceren Aksu and Carlos Torelli).
- [6] “Brand Concepts and Scarcity” (With Gunben Ceren Aksu and Gabbie Tonietto).

BUSINESS EXPERIENCE

- 1997–1999 SmithKline Beecham Consumer Healthcare Ltd. New Delhi, India
Assistant Manager (R&D, Over-The-Counter Drugs: Eno, Tums: major antacid brands)
- Fall 1996 Management School, Lancaster University, Lancaster, England
Team member, Business Development Unit

TEACHING INTERESTS

MBA or undergraduate:

- Brand Management
- International Marketing
- Advertising Management
- Principles of Marketing

PhD seminar:

- Culture and Branding Research

TEACHING EXPERIENCE

Rutgers University:

- Brand Management, MBA
- Intro to Marketing, Undergraduate (Honors & Regular)
- PhD Pro-seminar (group-taught class; topic: culture and consumer behavior)
- PhD seminar series (group-taught seminar series; topic: doing good in the eyes of consumers)

University of South Carolina:

- Principles of Marketing, Undergraduate (Honors College)
- Marketing Strategy & Planning, Undergraduate capstone
- Directed Readings & Research for a PhD student
- PhD seminar in consumer research

University of Texas at San Antonio:

- International Marketing, Undergraduate
- International Marketing, MBA

University of Minnesota:

- Principles of Marketing, Undergraduate

PRESENTATIONS

Gunben Ceren Aksu & Alokparna Monga, "Tradition Brand Concepts and Social Media: A Brand Dilution View," October 2019, *Association for Consumer Research*, Atlanta, GA.

Efe Camurdan, Zeynep Gürhan-Canli, & Alokparna Monga, "Brands are the RIGHT Choice: Political Ideology and Brand Centricity," October 2019, *Association for Consumer Research*, Atlanta, GA.

Su, Lei, Alokparna Monga & Yuwei Jiang, "How and Why Life Transition Influences Brand Extension Evaluation," *La Londe Conference in Consumer Behavior*, June 2019, Aix-en-Provence, France.

Gunben Ceren Aksu, Yeni Zhou & Alokparna Monga, "How Does Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construal," October 2018, *Association for Consumer Research*, Dallas, TX.

Su, Lei, Alokparna Monga & Yuwei Jiang, "How and Why Life Transition Influences Brand Extension Evaluation," October 2018, *Association for Consumer Research*, October 2018, Dallas, TX.

Monga, Alokparna, Zeynep Gürhan-Canli, Vanitha Swaminathan, and Gunben Ceren Aksu "Do Incongruent CSR Activities Always Alter Brand Perceptions? The Effects of Dialectical Thinking," February 2018, *Society for Consumer Psychology*, Dallas, TX.

Monga, Alokparna, "Understanding Responses to Inconsistent CSR Activities: The Role of Dialectic Thinking," *Universidad de Chile Seminar Series*, Santiago, 2017.

PRESENTATIONS (cont'd)

Alokparna Monga, "When Do Political Ideologies Affect Brand Extension Evaluation? The Role of Mindsets." *Hong Kong Poly University Seminar Series*, Hong Kong, 2017.

Monga, Alokparna, "Culture's Influence on Consumer Reactions to Branding Activities," *Keynote Speaker, Brands and Brand Relationships Conference*, 2016, Toronto, Canada.

Alokparna Monga, "When Do Political Ideologies Affect Brand Extension Evaluation? The Role of Mindsets." *Georgia Tech Marketing Seminar Series*, 2016.

Efe Camurdan, Zeynep Gürhan-Canli, & Alokparna Monga, "Achievement Mindsets and Brand Dilution" October 2015, *Association for Consumer Research*, New Orleans, LA.

Efe Camurdan, Zeynep Gürhan-Canli, & Alokparna Monga, "Achievement Mindsets and Brand Dilution" February 2015, *Society for Consumer Psychology*, Phoenix, NV.

Monga, Alokparna, Zeynep Gürhan-Canli, & Vanitha Swaminathan, "Understanding Responses to Inconsistent CSR Activities: The Role of Dialectic Thinking," February 2015, *American Marketing Association*, San Antonio, TX.

Stoner, Jen, Torelli, Carlos, & Alokparna Monga, "The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity" February 2015, *American Marketing Association*, San Antonio, TX.

Barra, Cristobal & Alokparna Monga, "When Do Political Ideologies Affect Brand Extension Evaluation? The Role of Mindsets" October 2014, *Association for Consumer Research*, Baltimore, MD.

Stoner, Jen, Torelli, Carlos, & Alokparna Monga, "The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity" October 2014, *Association for Consumer Research*, Baltimore, MD.

Park, Ji Kyung, Torelli, Carlos, Monga, Alokparna & Deborah John, "Self-Expansion as a Way of Overcoming the Harmful Effects of Luxury-CSR Incongruity," October 2014, *Association for Consumer Research*, Baltimore, MD.

Monga, Alokparna, "What Makes a Brand Elastic?" February 2014, *Marketing Science Institute Conference on Brands in the Balance: Managing Continuity and Change*, Charleston, SC.

Monga, Alokparna, Zeynep Gürhan-Canli, & Vanitha Swaminathan, "Are Inconsistent CSR Associations Always Detrimental? The Influence of Dialectic Thinking on Brand Perceptions," September 2013, *Yale China India Insights Conference*, New York, NY.

May, Frank, Alokparna Monga, & Kartik Kalaignanam, "The Effect of Honor Values on Consumer Responses to Brand Failures." June 2013, *Ghent University Seminar Series*, Ghent, Belgium.

PRESENTATIONS (cont'd)

May, Frank, Alokparna Monga, & Kartik Kalaignanam, "The Effect of Honor Values on Consumer Responses to Brand Failures." October 2012, *Association for Consumer Research*, Vancouver, CA.

May, Frank, Alokparna Monga, & Kartik Kalaignanam, "The Effect of Honor Values on Consumer Responses to Brand Failures." June 2012, *Koc University Seminar Series*, Istanbul, Turkey.

May, Frank, Alokparna Monga, & Kartik Kalaignanam, "The Effect of Honor Values on Consumer Responses to Brand Failures." February 2012, *Southeastern Marketing Symposium*, University of Tennessee, Knoxville, TN.

May, Frank, Alokparna Monga & Kartik Kalaignanam, "How Honor Values Affect Consumer Responses to Brand Failures." February 2012, *Society for Consumer Psychology Conference*, Las Vegas, NV.

Monga, Alokparna Basu & Zeynep Gürhan-Canli, "The Influence of Mating Mindsets on Brand Extension Evaluation," October 2011, *Association for Consumer Research*, St. Louis.

Norton, Dave, Alokparna Monga & Bill Bearden, "Is Negative Brand Publicity Always Damaging? The Moderating Role of Power," February 2011, *Society for Consumer Psychology Conference*, Atlanta, GA.

Monga, Alokparna, Zeynep Gürhan-Canli, & Vanitha Swaminathan, "Are Inconsistent CSR Associations Always Detrimental? The Influence of Dialectic Thinking on Brand Perceptions," October 2010, *Association for Consumer Research Conference*, Jacksonville, FL.

Torelli, Carlos, Monga, Alokparna Basu & Kaikati Andrew, "Can Luxury Brands Do Poorly by Doing Good? Brand Concepts and Responses to Socially Responsible Actions," October 2010, *Association for Consumer Research*, Jacksonville, FL.

Norton, Dave, Alokparna Monga & Bill Bearden, "Is Negative Brand Publicity Always Damaging? The Moderating Role of Power," October 2010, *Association for Consumer Research Conference*, Jacksonville, FL.

Monga, Alokparna Basu, & Deborah Roedder John, "What Makes Brands Elastic? How Brand Concept and Styles of Thinking Influence Brand Extension Evaluation," June 2010, *European Association for Consumer Research Conference*, June 2010, Egham, UK.

Torelli, Carlos, Monga, Alokparna Basu and Kaikati Andrew, "Does It Hurt to Communicate the Good Deeds of a Luxury Brand? Power Concerns and Attitudes toward Luxury Brands Positioned on Social Responsibility," February 2010, *Society for Consumer Psychology Conference*, St. Pete's Beach.

PRESENTATIONS (cont'd)

Monga, Alokparna Basu, & Deborah Roedder John, "What Makes Brands Elastic? How Brand Concept and Styles of Thinking Influence Brand Extension Evaluation," February 2010, *Society for Consumer Psychology Conference*, St. Pete's Beach.

Monga, Alokparna Basu & Zeynep Gürhan-Canli, "The Influence of Romantic Mindsets on Brand Extension Evaluation," October 2009, *Association for Consumer Research*, Pittsburgh.

Monga, Alokparna Basu & Deborah Roedder John, "Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," 2008, Lisle & Roslyn Payne Symposium on Branding, *University of Arizona*, Tucson.

Monga, Alokparna Basu & Deborah Roedder John, "Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," May 2008, Yale Center for Consumer Insights, Collaborative & Multidisciplinary Research Conference, *Yale University*, New Haven.

Monga, Alokparna Basu & Deborah Roedder John, "When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking," February 2008, *Society for Consumer Psychology Conference*, New Orleans.

Monga, Alokparna Basu & Deborah Roedder John, "The Influence of Analytic vs. Holistic Thinking on Extensions of Prestige vs. Functional Brands," October 2007, *Association for Consumer Research*, Memphis.

Monga, Alokparna Basu & Deborah Roedder John, "Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," June 2007, *Advertising & Consumer Psychology Conference*, Santa Monica.

Monga, Alokparna Basu & Deborah Roedder John, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," October 2003, *Association for Consumer Research*, Toronto.

Monga, Alokparna Basu & Deborah Roedder John, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," 2003, *Midwest Marketing Camp*, Columbus, OH.

Monga, Alokparna Basu & Deborah Roedder John, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," 2002, *University of Minnesota Seminar Series*.

Monga, Alokparna Basu, *Discussant*, Albert Haring Symposium, 2002, *Indiana University*, Bloomington.

Monga, Alokparna Basu, "Brand as a Relationship Partner: Gender Differences in Perspectives," October 2001, *Association for Consumer Research*, Austin, TX.

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research, Society for Consumer Psychology

SERVICE

Discipline Level Service

- Conference organization:
 - Co-organizer, Mid-career Mentor session, 2021 ACR conference
 - Co-chair, Working Papers Track, 2020 ACR conference
 - Co-chair, Branding Track, 2019 AMA (summer) conference
 - Co-chair, Branding Track, 2015 AMA (winter) conference
 - Co-chair, Consumer Behavior Track, 2007 AMA (summer) conference

- Reviewing:
 - *Editorial Review Board Member:*
 - Journal of Marketing Research (2020-current)
 - International Journal of Research in Marketing (2016-current)
 - Journal of Consumer Research (2013-2019)
 - Journal of Consumer Psychology (2008 - 2011)
 - *Conference Program Committee:*
 - ACR conference (2011, 2012, 2013, 2016, 2018, 2019, 2020)
 - SCP conference (2012)
 - EACR (2018)
 - *Ad-hoc Reviewer:*
 - Journal of Consumer Research (2008, 2009, 2011, 2012)
 - Journal of Marketing Research (2010, 2011, 2012, 2015, 2016, 2019)
 - Journal Marketing (2008, 2009, 2010, 2011, 2012, 2013, 2015, 2016)
 - Journal of Consumer Psychology (2005 – 2007, 2012- present)
 - Journal of Cross-Cultural Psychology (2009)
 - International Journal for Research in Marketing (2010)
 - Journal of Retailing (2007, 2009, 2010, 2011)
 - Marketing Letters (2010, 2014)
 - ACR conference (2005- present)
 - SCP conference (2004-present)
 - SCP Dissertation competition (2005, 2006, 2007, 2016)
 - Academy of Marketing Science conference (2007)

- SCP/JCP Rebranding Committee (2011)

- Discussant:
 - The Implication of Cultural Values for Consumption, Feb. 2010, SCP Conference

- Session Chair:
 - Brand Dislike, October 2005, ACR conference
 - Factors Influencing Brand Judgments, October 2006, ACR conference

Department/Business School level service:

Rutgers University:

- *Undergraduate Curriculum Innovations Task Force* (2020)
- *Appointments and Promotions Committee*: College-level (2016-present)
- *Research Resources Committee*: College-level (2015-present)
- *Departmental PhD coordinator* (2014-2016)
- *Nominations Committee* (2014- 2016)
- *Diversity Task Force* (2014-2015)
- *MBA Policy Committee* (2014-2015)
- *Advising PhD students*
 - Gunben Ceren Aksu (Dissertation Co-Chair; 1st & 2nd year advisor)
 - Yeni Zhou (Dissertation Chair; 1st & 2nd year advisor)
 - Juneho Chung (1st & 2nd year advisor)
- *PhD Qualifying Exam Grader* (2014-present)
- *Dissertation Committee Member*
 - Amy Kim
 - J. P. James
 - Hyun Sang An

University of South Carolina (USC):

- *Marketing department subject pool coordinator* (2009 - 2014)
 - Allocate subjects and managed the subject pool
 - Behavioral lab design for the new business school building
 - Behavioral lab relocation task force (2008-2010)
 - Behavioral lab reservations for marketing & other depts.
- *Graduate Programs Faculty Committee* (2012- 2014) – *College level committee*
 - Evaluate new programs at the college
- *Undergraduate Engagement Task Force* (2012-2014) - *College level committee*
 - Develop initiatives to enrich undergraduate business education
- *Research Advisory Council* (2013–2014: Chair, 2010-2012: Member) – *College level committee*
 - Evaluate research proposals for allocating additional research funds
- *Innovation Seed Grant Evaluation Committee* (2011) – *College level committee*
 - Evaluate teaching proposals for allocating funds
- *Faculty advisory committee - College level committee* (2009-2010)
 - Present faculty issues to the Dean (liaison between faculty and Dean)
- *Advising PhD students*
 - Cristobal Barra (Dissertation Co-Chair & Qualifying paper committee member, USC)
 - Efe Camurdan (Dissertation Committee member, Koc University, Turkey)
 - Meike Eilert (PhD committee member, USC)
 - Frank May (Qualifying paper committee member, USC)
 - Dave Norton (PhD committee member, USC)
 - Meredith David (Qualifying paper committee member, USC)
- *Fulbright Scholar Mentor*: Efe Camurdan

SERVICE (cont'd)

- *Advising undergraduate students*
 - Julia Barber (Honors thesis reader)
 - Hemangi Dhir (Our project received the Magellan scholarship at USC)
 - *Others*
 - PhD program handbook evaluation (2010)
 - DEGW research workshops for designing the new business school building (2010)
 - Screening committee for job candidates (2008, 2009)
 - Job market workshop for Moore School PhD students (2009)
 - Develop SACS accreditation questions for Marketing Strategy (2008)
- University level service*
- USC Magellan scholarships evaluation (2013)
 - USC University Diversity committee (2012- current)
 - USC Fulbright scholarships campus evaluation - (2009, 2010)
 - UTSA Graduate council representative (2007 – 2008)

University of Texas at San Antonio (UTSA):

- Mentoring PhD students
- Faculty recruitment committee for chaired position in Tourism
- Faculty colloquia - social coordinator
- PhD student selection committee