

ALOKPARNA (SONIA) BASU MONGA

Rutgers Business School
Rutgers University
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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 Advisor: Deborah Roedder John
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

Journal of Consumer Research Outstanding Reviewer Award, 2017
Editorial Review Board, *Journal of Consumer Research* (2013-current), *International Journal of Research in Marketing* (2016 – current), and *Journal of Consumer Psychology* (2008 - 2011)
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 and Culture

PUBLICATIONS

- [1] 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.
- [2] Monga, Alokparna Basu (2017), "Culture and Consumer Behavior: Implications for the Indian Context" in *Indian Consumer Behavior*, Ed.: Durairaj Maheswaran, Oxford University Press, India.
- [3] Monga, Alokparna Basu & Jerome D. Williams (2016), "Cross-cultural Styles of Thinking and their Influence on Consumer Behavior," *Current Opinion in Psychology*, 10, 65-69.
- [4] May, Frank, Monga, Alokparna Basu and Kartik Kalaignanam (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.
- [5] Monga, Alokparna & Zeynep Gürhan-Canli (2012), "The Influence of Mating Mindsets on Brand Extension Evaluation." *Journal of Marketing Research*, 49 (August), 581-93.
- [6] 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.
- [7] 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.
- [8] 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.
- [9] 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.

- [10] 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)
- [11]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.
- [12] 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)
- [13]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.
- [14] 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 (not abstract) in Conference Proceedings*
- [15] Monga, Alokparna (2002), “Brand as a Relationship Partner: Gender Differences in Perspectives,” *Advances in Consumer Research*, Volume XXIX, p. 36-41.
- *Full paper (not abstract) in Conference Proceedings*

RESEARCH IN PROGRESS

- [1] “Consumer Responses to a Brand’s Socially Responsible Communications: The Role of Dialectic Thinking” (With Zeynep Gürhan-Canli, Vanitha Swaminathan & Gunben Ceren Aksu).
- [2] “Building brands that embody incompatible values” (With Ji Kyung Park, Carlos Torelli & Debbie John).
- [3] “Brand dilution” (With Efe Camurdan and Zeynep Gurhan-Canli).
- [4] “Brand Names” (With Gunben Aksu and Yeni Zhou)
- [5] “Brand extensions” (With Lei Su and Yuwei Jiang)
- [5] “Political Ideology and Reactions to Brand Extensions” (With Cristobal Barra and Carlos Torelli).

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

Scores reflect items considered important by the respective depts.

Rutgers University:

- Brand Management, MBA course: 4.4/5
- Intro to Marketing, Undergraduate course (Honors & Regular): 4.6/5

University of South Carolina:

- Principles of Marketing, Undergraduate course (Honors College)
Average evaluation = 4.6/5 over 3 years
- Marketing Strategy & Planning, Undergraduate capstone course
Average evaluation = 4.6/5 over 3 years
- Directed Readings & Research for a PhD student
No student evaluations for this course
- PhD seminar in consumer research 4.8/5

University of Texas at San Antonio:

- International Marketing, Undergraduate
Average evaluation (4.7/5) across 8 semesters
- International Marketing, MBA
Average evaluation (4.5/5) across 2 semesters

University of Minnesota:

- Principles of Marketing, Undergraduate
Average evaluation (5.7/7) across 2 semesters

PRESENTATIONS

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*, Ghent, Belgium.

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*, 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.

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-chair, Branding Track, 2015 AMA (winter) conference
 - Co-chair, Consumer Behavior Track, 2007 AMA (summer) conference
- SCP/JCP Rebranding Committee (2011)
- Reviewing:
 - *Editorial Review Board Member:*
 - Journal of Consumer Research (2013-current)
 - International Journal of Research in Marketing (2016-current)
 - Journal of Consumer Psychology (2008 - 2011)
 - *Conference Program Committee:*
 - ACR conference (2011, 2012, 2013, 2016, 2018)
 - SCP conference (2012)
 - *Ad-hoc Reviewer:*
 - Journal of Consumer Research (2008, 2009, 2011, 2012)
 - Journal of Marketing Research (2010, 2011, 2012, 2015, 2016)
 - 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)
- Discussant:
 - The Implication of Cultural Values for Consumption, Feb. 2010, SCP Conference

SERVICE (cont'd)

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

Department/Business School level service:

Rutgers University:

- *Appointments and Promotions Committee* (2016-present)
- *Research Resources Committee* (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 Aksu (1st & 2nd year)
 - Yeni Zhou (1st & 2nd year)
 - Juneho Chung (1st & 2nd year)
- *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)
- *Screening committee for job candidates* (Chair, 2013)
- *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)

- *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