

## ALOKPARNA (SONIA) BASU MONGA

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

Email: smonga@business.rutgers.edu

### ACADEMIC POSITIONS

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2014 - present	Professor of Marketing (with tenure)
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

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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

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

## HONORS AND AWARDS (cont'd)

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Lieberman Award for teaching excellence, University of Minnesota (2004)  
ACR-Sheth Dissertation award for cross-cultural research (2003)  
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

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❖ Branding and Culture

## PUBLICATIONS

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- [1] Monga, Alokparna Basu & Jerome D. Williams (FORTHCOMING), "Cross-cultural Styles of Thinking and their Influence on Consumer Behavior," *Current Opinion in Psychology*.
- [2] 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.
- [3] Monga, Alokparna & Zeynep Gürhan-Canli (2012), "The Influence of Mating Mindsets on Brand Extension Evaluation." *Journal of Marketing Research*, 49 (August), 581-93.
- [4] 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.
- [5] 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.
- [6] 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.
- [7] 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.
- [8] 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)*

- [9] 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.
- [10] 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.
- [11] 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.
- [12] 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*
- [13] 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

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- [1] “Consumer Responses to a Brand’s Socially Responsible Communications: The Role of Dialectic Thinking” (With Zeynep Gürhan-Canli & Vanitha Swaminathan).
- [2] “Building brands that embody incompatible values” (With Ji Kyung Park, Carlos Torelli & Debbie John).
- [3] “Political Ideology and Reactions to Brand Extensions” (With Cristobal Barra and Carlos Torelli)
- [4] “Brand structure and brand dilution” (With Carlos Torelli and Jen Stoner)
- [5] “Achievement Motivations and brand dilution” (With Efe Camurdan and Zeynep Gurhan-Canli)

## BUSINESS EXPERIENCE

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- 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

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*MBA or undergraduate:*

Brand Management  
International Marketing  
Advertising Management  
Principles of Marketing

*PhD seminar:*

Culture and Branding Research

## TEACHING EXPERIENCE

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Scores reflect items considered important by the respective depts.

Rutgers University:

- Brand Management, MBA course: 4.5/5
- Intro to Marketing, Undergraduate course (Honors & Regular): 4.7/5

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

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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 Kalaighnam, “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 Kalaighnam, “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

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Association for Consumer Research, Society for Consumer Psychology

## SERVICE

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### 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)
    - Journal of Consumer Psychology (2008 - 2011)
  - *Conference Program Committee:*
    - ACR conference (2011, 2012, 2013)
    - SCP conference (2012)
  - *Ad-hoc Reviewer:*
    - Journal of Consumer Research (2008, 2009, 2011, 2012)
    - Journal of Marketing Research (2010, 2011, 2012, 2015)
    - Journal Marketing (2008, 2009, 2010, 2011, 2012, 2013, 2015)
    - 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)
    - Academy of Marketing Science conference (2007)
- 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:**

- *Departmental PhD coordinator* (2014-2016)
- *Nominations Committee* (2014- present)
- *Diversity Task Force* (2014-2015)
- *MBA Policy Committee* (2014-2015)
- *Research Resources Committee* (2015- present)



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 Chair & Qualifying paper committee member)
  - Meike Eilert (PhD committee member)
  - Frank May (Qualifying paper committee member)
  - Dave Norton (PhD committee member)
  - Meredith David (Qualifying paper committee member)
- *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