

Monali Hota

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EDUCATION

PhD (Marketing)

2004-2007	University of Western Sydney	Sydney, Australia
2002-2004	University of Technology, Sydney	Sydney, Australia

MBA (Marketing)

1992-1994	Xavier Institute of Management	Bhubaneswar, India
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BA (Hon) - Mathematical Statistics

1988-1991	Lady Shri Ram College	New Delhi, India
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Higher Secondary - English, Economics, Maths, Statistics and Political Science

1986-1988	BJB College	Bhubaneswar, India
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COLLEGE AND UNIVERSITY POSITIONS

Assistant Professor (Marketing)

2005-present	IESEG School of Management, Lille Catholic University	Lille, France
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Undergraduate Tutor

2003	University of Technology, Sydney	Sydney, Australia
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HONORS AND AWARDS

- UWS College of Law and Business HDR Conference Support Scheme, faculty wide competitive publication and travel grant, 2005
- UWS Higher Degree Research Completions Scholarship, university wide competitive funding grant, 2004-2005

- UWS Higher Degree Research Conference Support Scholarship, university wide competitive publication and travel grant, 2004
- UTS Vice-Chancellors Post Graduate Research Student Conference Scholarship, university wide competitive publication and travel grant, 2003

RESEARCH INTERESTS

I am interested in consumer socialization research with respect to children and adolescents in under-researched Cultural populations using theories from:

- Cross-cultural/cultural psychology
- Developmental psychology
- Socio-cultural theories of human development
- Family sociology

I am also interested in research on Public Policy issues with respect to children and adolescents using theories like:

- Advertising effectiveness
- Information processing
- Regulatory goal focus
- Involvement
- Motivation
- Emotions

PHD RESEARCH

Relative Influence of Consumer Socialisation Agents on Children and Adolescents: The Impact of Stages of Internal Development and Surrounding Cultural Context

Principal Supervisor: A/Prof. Robyn McGuiggan; Co-supervisor: Prof. Stan Glaser

The consumer socialization of children and adolescents has been an area with much academic research in the past two or three decades. However, there is a lack of conclusive evidence on the issue of relative influence of consumer socialization agents (e.g. parents, peers and mass media), which has inhibited greater understanding of the area. My PhD work has focused on developing and empirically testing a theoretical model that explains the relative influence of consumer socialization agents using stages of internal psychological development (measured in the consumer context) and surrounding cultural context (represented by family structure) as

predicting variables. Such an understanding is not only critical to building theory in the area but will also help public policy decision makers to devise appropriate campaigns for the education and protection of child consumers in different cultures.

PUBLICATIONS

Hota, Monali, Rubén Chumpitaz and Antoine Cousin (2010), **Designing Effective Pro Nutrition Public Service Announcements for Children: The Impact of Child-Relevance and Campaign Familiarity**, Journal of Advertising Research, forthcoming.

De Juan Vigaray, Maria D., Monali Hota and Francisco-Jose Sarabia-Sanchez (2008), **Interplay between Values Consumption Relying on A Schwartz's Value Typology**, European Marketing Academy Annual Conference, Brighton, United Kingdom, May 27-31, 2008.

Hota, Monali and Robyn McGuiggan (2006), **Kids Commercials and Commercial Kids in the Asia Pacific: Whose Responsibility Is It Anyway?** Asia Pacific Advances in Consumer Research, Vol 7.

Hota, Monali and Robyn McGuiggan (2005), **The Relative Influence of Consumer Socialization Agents on Children and Adolescents: Examining the Past and Modeling the Future**, Karin M. Ekstrom and Helen Brembeck (eds.), European Advances in Consumer Research, Vol 7.

Hota, Monali and Robyn McGuiggan (2004), **The Relative Influence of Consumer Socialization Agents on Children and Adolescents: The Impact of Cultural Context**, Proceedings of the Cultural Perspectives in Marketing conference, Academy of Marketing Science, Puebla City, Mexico September 22-24, 2004.

Hota, Monali and Robyn McGuiggan (2003), **The Relative Influence of Consumer Socialization Agents on Children and Adolescents: The Impact of Stages of Development**, Proceedings of the World Marketing Congress, Academy of Marketing Science, Perth, Australia, June 11-14, 2003.

Hota, Monali and Louise Young (2003), **Is Aldersonian Theory Relevant in Today's Contexts? – An Illustrative Case**, A Celebration of Ehrenberg and Bass: Marketing Knowledge, Discoveries and Contribution, pp. 593 - 599, 0868039837, ANZMAC, Adelaide, Australia, 2003.

Hota, Monali (2002), **Children's Influence on Household Purchase Decisions – A Broad Overview**, UTS PGSRC, Sydney, Australia August 2002.

CASE STUDIES AND COURSE MATERIAL

Hota, Monali. **“Coca Cola Around The World: To Price Or Not To Price”**. ECCH Case (ECCH – 509-026-1).

Hota, Monali. **“Coca Cola Around The World: To Price Or Not To Price”**. ECCH Teaching Note (ECCH – 509-026-8).

Hota, Monali. **“Coca Cola Around The World: To Price Or Not To Price”**. ECCH Teaching Note Supplement (ECCH – 509-026-5).

Hota, Monali. **“The Big Mac Undergoes a Healthy Makeover”**. ECCH Case (ECCH – 508-022-1).

Hota, Monali. **“The Big Mac Undergoes a Healthy Makeover”**. ECCH Teaching Note (ECCH – 508-022-8).

Hota, Monali. **“The Big Mac Undergoes a Healthy Makeover”**. ECCH Teaching Note Supplement (ECCH – 508-022-9).

Hota, Monali. **“Carbonated Beverages: Adding Variety to the Diet”**. ECCH Case (ECCH – 508-023-1).

Hota, Monali. **“Carbonated Beverages: Adding Variety to the Diet”**. ECCH Teaching Note (ECCH – 508-023-8).

Hota, Monali. **“Starbucks: Brewing More than Just Coffee”**. ECCH Case (ECCH – 508-025-1).

Hota, Monali. **“Starbucks: Brewing More than Just Coffee”**. ECCH Teaching Note (ECCH – 508-025-8).

Hota, Monali. **“Starbucks: Brewing More than Just Coffee”**. ECCH Teaching Note Supplement (ECCH – 508-025-5).

PUBLICATIONS UNDER REVIEW

De Juan Vigaray, Maria D., Monali Hota and Francisco-Jose Sarabia-Sanchez (2009), **Using the Schwartz Value Inventory to Identify Fashion Apparel and Retail Consumer Segments**, under review at the International Journal of Retail and Distribution Management.

Hota, Monali, (2009), **A Cultural Framework Incorporating Family Structure for the Relative Influence of Consumer Socialization Agents on Children and Adolescents**, under review at the AMS Cultural Perspectives in Marketing Conference, 2010.

RESEARCH IN PROGRESS

Hota, Monali, and Gregory Rose (2010), **Eating Healthy Is Child's Play: A Framework for Effectiveness of Child-Oriented Pro-Nutrition Public Service Announcements**.

Hota, Monali and Maud Derbaix (2010), **A Real Child in a Virtual World – Children's Motives for Participating in Virtual Gaming Communities**.

Hota, Monali, Robyn McGuiggan and Stan Glaser (2010), **The Nature Versus Nurture Debate – A MultiMethod Inquiry in The Consumer Context**.

Hota, Monali (2010), **The Impact of Family Structure as Cultural Context on the Relative Influence of Consumer Socialisation Agents on Children and Adolescents**.

RESEARCH COLLABORATIONS, GRANTS, AND COMPETITIONS

Hota, Monali and Valerie Swaen (2008), **“Sleeping with the Enemy or a Marriage of Convenience? The Body Shop and L'Oreal Case”**, submitted to the EFMD Case Writing Competition 2008, now a part of the EFMD Case Collection in the Corporate Social Responsibility Area.

RESEARCH PROPOSALS, NOTES AND WORKING PAPERS

Hota, Monali and David Newlands (2009), **Buzz Marketing, Product Placement and Subtle Communication**, 2009-02, LEM Working Paper Series.

De Juan Vigaray, Maria D. and Monali Hota (2008), **Schwartz's Values, Consumer Values and Segmentation: The Spanish Fashion Apparel Case**, 2008-08, LEM Working Paper Series.

Hota, Monali (2005), **The Relative Influence of Consumer Socialisation Agents on Australian Children and Adolescents – A Public Policy Note**, working paper submitted to the NSW Department of Education and Training.

Indian Child Consumers – Measuring Their Development and Exploring Regulation, research proposal submitted to the Ministry of Consumer Affairs, Government of India.

The Relative Influence of Consumer Socialisation Agents: The Impact of Stages of Internal Development and Surrounding Cultural Context, research proposal submitted to the NSW Department of Education and Training, Australia.

RESEARCH STUDENT SUPERVISION

Director of Masters Theses

COURSES TAUGHT

Graduate: Cross Cultural Marketing, International Marketing, Research Methods and Consulting Skills

Undergraduate: Introduction to Marketing, Operational Marketing/Marketing Management, Introduction to Business and Management, Consumer Behaviour

OTHER ACADEMIC ACTIVITIES

Review Activities

Ad-hoc reviewer for the Association of Consumer Research Conference, 2009

Ad-hoc reviewer for the Association of Consumer Research European Conference, 2007

Workshops Attended

ECCH Case Writing Workshop, International University of Monaco, Monaco, February 2007

ACR Doctoral Consortium, Portland, Oregon, October 2004

ACR Latin American Conference, Sao Paulo, Brazil, July 2008

Association Memberships

Member of Association for Consumer Research 2008-10

Member of EIASM 2008-09

INDUSTRY EXPERIENCE

Category (Group Product) Manager

1996–2002

Dabur India Limited

New Delhi, India

- § The company is an Indian transnational with a turnover of approximately US \$ 411 million which is engaged in the manufacturing and marketing of a variety of natural and herb based products in the categories of Personal care, Oral care, Health care, Foods and Pharmaceuticals.
- § Looked after Brand Management and supervised a team of two Brand Managers.
- § Handled Foods and Skincare groups of products till 2001.
- § Handled Shampoos, Skincare and New Product Development from 2001 to 2002.
- § Also trained new recruits into the company's management program in Brand Management.

Client Servicing Executive

1994–1996

J. Walter Thompson Limited

New Delhi, India

- § The company is the largest advertising agency in India and is the Indian arm of J Walter Thompson.
- § Handled the advertising responsibilities of several Nestle brands such as Maggi Noodles, Maggi Sauces, Sunrise Coffee, Everyday dairy range, etc.
- § Also responsible for billing, outstandings and collections.