Faculty Profile

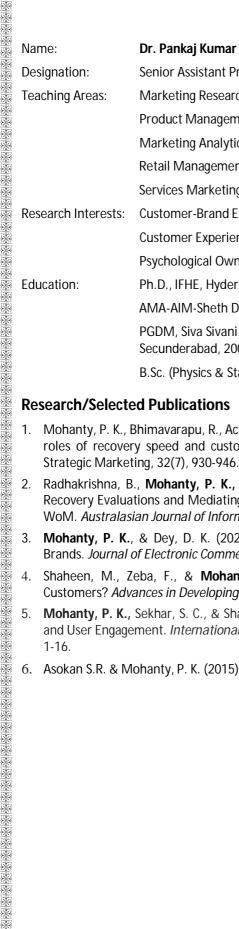|	
Name:	**Dr. Pankaj Kumar Mohanty**
Designation:	Senior Assistant Professor
Teaching Areas:	Marketing Research
	Product Management
	Marketing Analytics
	Retail Management
	Services Marketing
Research Interests:	Customer-Brand Engagement
	Customer Experience
	Psychological Ownership
Education:	Ph.D., IFHE, Hyderabad, 2020
	AMA-AIM-Sheth Doctoral Consortium Fellow, 2018
	PGDM, Siva Sivani Institute of Management, Secunderabad, 2009
	B.Sc. (Physics & Statistics), Utkal University, Odisha 2005

Research/Selected Publications

1. Mohanty, P. K., Bhimavarapu, R., Acharya, A., & Gupta, M. (2024). Co-Recovery and e-WoM: intervening roles of recovery speed and customer-brand engagement in food delivery app services. Journal of Strategic Marketing, 32(7), 930-946.

2. Radhakrishna, B., **Mohanty, P. K.,** Gupta, M., & Acharya, A. (2021). Interactive App-based Services: Recovery Evaluations and Mediating Role of Satisfaction between Customer-Brand Engagement and e-WoM. *Australasian Journal of Information Systems, 25*, 1-25.

3. **Mohanty, P. K.**, & Dey, D. K. (2020). Consumer-Brand Engagement with E-Commerce Market Place Brands. *Journal of Electronic Commerce in Organizations (JECO)*, *18*(3), 21-37.

4. Shaheen, M., Zeba, F., & **Mohanty, P. K.** (2018). Can Engaged and Positive Employees Delight Customers? *Advances in Developing Human Resources*, *20*(1), 103-122.

5. **Mohanty, P. K.,** Sekhar, S. C., & Shahaida, P. (2022). Determinants of ERP Adoption, User Satisfaction, and User Engagement. *International Journal of Information System Modeling and Design (IJISMD)*, *13*(1), 1-16.

6. Asokan S.R. & Mohanty, P. K. (2015). SELCO: Mission or Market? *Case Study*, ET CASES, Page. 1-12.