

## Sudipta Mandal

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### EDUCATION

2014 – present	Fellow Programme in Management (Equivalent to Ph.D.) in Marketing (anticipated completion January, 2019) Indian Institute of Management, Ahmedabad, India
2007 – 2008	MBA SAÏD Business School, University of Oxford, UK
1996 – 2000	Bachelor of Engineering in Electronics and Communications Karnatak University, Dharwad, India

### INDUSTRY POSITIONS

2008 – 2014	Principal Consultant (Manager), PricewaterhouseCoopers Ltd., India
2006 – 2007	Associate – Projects, Cognizant Technology Solutions, India Pvt. Ltd.
2001 – 2006	Information Technology Analyst, Tata Consultancy Services Ltd.

### RESEARCH INTERESTS

I am primarily interested in research concerning consumer behaviour, consumer psychology, and consumer decision-making. I predominantly apply theories in consumer behaviour and consumer psychology, such as construal level theory, implicit theories, processing fluency, and regulatory fit, in domains such as memory, behavioral pricing, affect, metacognition, advertising, brand communications, social media, judgment and decision making. For example, my research investigates how and why a negation, as opposed to an affirmation, influences consumer judgments, cognitive performance, and memory including consumer choices. I also investigate how autobiographical memories impact brand choices. In addition to employing behavioural research methodologies, such as laboratory experiments, I am also keenly interested in using neuroscientific methods for my research. For example, in an ongoing research, I examine the impact of different media content, and the concurrent interplay of emotions (both anticipatory and anticipated) and metacognitive experiences on advertising effectiveness, using both behavioural as well as neuroscientific approaches.

*Theoretical:* construal level theory, implicit theories (fixed and growth mindsets), processing fluency, and regulatory fit.

*Substantive:* memory, behavioral pricing, affect, emotion, metacognition, advertising, brand communications, social media, and judgment and decision making.

*Methodological:* experiments (both laboratory and field experiments)

*Industry*: media, consumer durables, food and beverage, steel, automobile, housing.

## **JOURNAL PUBLICATIONS**

Sudipta Mandal, Arvind Sahay, and Sanjeev Tripathi (2018), ““Yes, I Can” or “No, I Can’t” – Effect of Extraneous Affirmation- and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations”, in NA – *Advances in Consumer Research* Volume 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Dallas, TX : Association for Consumer Research. (*Forthcoming*) (**ABDC Rating – B**)

Tripathi, Sanjeev and Sudipta Mandal (2017 Special Issue), “An Experiential Approach to Transcending Cross-Cultural Boundaries,” *Journal of International Business Education*, 12, 35-48. (**ABDC Rating – B**)

## **MANUSCRIPTS INVITED FOR REVISION AND RESUBMISSION**

Mandal, Sudipta, Arvind Sahay, and Sanjeev Tripathi, ““Yes, I can” or “No, I can’t” – Effect of Extraneous Affirmation-Evoking and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations” – invited for first round revision and resubmission, *Journal of Consumer Research* (second of the two essays of my dissertation) (**ABDC Rating – A\***).

Mandal, Sudipta, Arvind Sahay, Adrian Terron, and Kavita Mahto, “Exploring the Role of Consumer Mindsets in Word of Mouth Intentions and Dual Brand Personalities” – invited for first round revision and resubmission, *Journal of the Academy of Marketing Science* (**ABDC Rating – A\***).

## **MANUSCRIPTS UNDER REVIEW**

Mandal, Sudipta, and Sanjeev Tripathi, “Does a cognitively disfluent stimulus always induce abstract construal? Probably Not – The case of Partitioned Prices” – currently under review in *Psychological Science* (**ABDC Rating – A\***).

## **MANUSCRIPTS READY FOR SUBMISSION / TO BE SUBMITTED SHORTLY**

Mandal, Sudipta, Arvind Sahay, and Sanjeev Tripathi, “How and Why Brand Attribute Negation (vs. Affirmation) Impacts Brand Recall Memory: The Role of Behavioral Mindsets” – manuscript currently in preparation for submission to the *Journal of Marketing Research* (first of the two essays of my dissertation) (**ABDC Rating – A\***).

## **RESEARCH IN PROGRESS**

Mandal, Sudipta, “Oh! How much I’ve changed! – Autobiographical Memories and Brand Choice” – research design in progress, target: *Journal of Consumer Psychology* (**ABDC Rating – A\***).

Kumbargeri, Amogh, Sudipta Mandal, and Arvind Sahay, “The Differential Impact of Different Media Contents on Advertising Effectiveness – Neural Correlates of Consumer

Behaviour” – research design in progress, target: *Journal of Consumer Research (ABDC Rating – A\*)*.

## DISSERTATION

Title: *Toward a Better Understanding of Negation and Brand Recall Memory*

Committee: Arvind Sahay (Advisor), Akshaya Vijayalakshmi, Promila Agarwal, and Sanjeev Tripathi

Memory plays an indispensable role in the decision-making processes of consumers by influencing their cognitive and affective faculties. This differential activation of the cognitive and affective faculties in turn impact the recall and recognition of marketing information. If consumers cannot recall a brand, they are less likely to consider it, and therefore, purchase it. Not surprisingly, industry as well as academic research attaches a lot of importance to brand recall memory, given the consequences of missteps. In this context, brand managers quite frequently make use of negations, i.e., the use of words such as “no” or “not”, while communicating a brand’s distinctiveness despite the fact that negation is associated with cognitive inhibition. We also lack a theoretical and practical understanding of the cognitive effects of negation that could guide future research. My dissertation comprises two essays. Essay 1 (in preparation for submission to the *Journal of Marketing Research*) offers a theoretical framework that helps explain, and empirically demonstrates the consequences of using attribute negation as a commonly employed comparative advertising strategy, both for the brand that employs this strategy, as well as for the brand against whom this strategy is employed. Essay 2 (currently under review in the *Journal of Consumer Research*) focuses on *how* and *why* the “memory-based” recall of brand names are influenced by entirely extraneous (i.e., unrelated) negations (such as “No”) and affirmations (such as “Yes”), evoked by brand placement contexts – a gap in extant research that has not yet been studied, since almost all extant research has explored negation in a non-extraneous context. The principal contribution of this work is the investigation of the underlying mechanism and the convergent evidence we provide for it. The two essays thus seek to improve practitioners’ and academics’ understanding, and management of brand recall memory.

## AWARDS AND HONOURS

2018            Dr. M. N. Vora Chair Ph.D. Research Conference Grant; INR 1,00,000.

2015            Fellow, 4<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium.

## CONFERENCE PARTICIPATION (\*denotes presenter)

Mandal, Sudipta\*, Arvind Sahay, and Sanjeev Tripathi (2018), ““Yes, I can” or “No, I can’t” – Effect of Extraneous Affirmation-Evoking and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations,” presentation at the Association for Consumer Research Conference 2018 (ACR 2018), Dallas, Texas, USA, 11<sup>th</sup> October – 14<sup>th</sup> October, 2018.

Mandal, Sudipta\*, Arvind Sahay, and Sanjeev Tripathi (2018), ““Yes, I can” or “No, I can’t” – Effect of Extraneous Affirmation-Evoking and Negation-Evoking Contexts on Brand

Recall Memory: The Role of Semantic Activations,” presentation at the 47<sup>th</sup> European Marketing Academy Annual Conference 2018 (EMAC 2018), University of Strathclyde, Glasgow, UK, 29<sup>th</sup> May – 1<sup>st</sup> June, 2018.

Mandal, Sudipta\*, Arvind Sahay, and Sanjeev Tripathi (2018), ““Yes, I can” or “No, I can’t” – Effect of Extraneous Affirmation-Evoking and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations,” presentation at the Journal of the Academy of Marketing Science, India Conference, 26<sup>th</sup> April – 28<sup>th</sup> April, 2018.

Mandal, Sudipta\*, Arvind Sahay, Adrian Terron, and Kavita Mahto (2018), “Word of Mouth Behaviour and Brand Advocacy – An Implicit Theory Perspective: Evidence from the Indian Subcontinent” presentation at the Journal of the Academy of Marketing Science, India Conference, 26<sup>th</sup> April – 28<sup>th</sup> April, 2018.

Mandal, Sudipta\*, Arvind Sahay, and Sanjeev Tripathi (2017), ““Yes, I can” or “No, I can’t” – Effect of Extraneous Affirmation-Evoking and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations,” presentation at the 5<sup>th</sup> Biennial Conference of the Indian Academy of Management (INDAM), Indian Institute of Management, Indore, India, 18<sup>th</sup> December – 20<sup>th</sup> December, 2017.

## **TEACHING**

### ***Teaching Interests***

- Marketing Management (Core)
- Neuromarketing (Elective)
- Pricing (Elective)
- International Marketing (Elective)
- Marketing Research (Elective)
- Marketing Management in the World of High Technology and Innovation (Elective)
- Experimental Methods in Marketing (Doctoral Seminar Course)
- Consumer Psychology (Doctoral Seminar Course)

### ***Teaching Experience***

- Visiting Faculty, Adani Institute of Infrastructure Management, Ahmedabad, India, summer 2018. Course: Marketing Management (First Year MBA, mandatory course; 46 students) (Course commencement: July 2018 and Course conclusion: September 2018).

Instructor Rating: 7.8 out of 10.

- Visiting Faculty, “Group A” Foundation Programme for Indian Railway Officers at the National Academy of Indian Railways, Vadodara, India, summer 2018. Course: “Brand Management – An Indian Railway Perspective” (2 sessions; 101 students).
- Instructor, Indian Institute of Management, Ahmedabad, India, winter 2017. Course: Seminar on Experimental Methods in Marketing for doctoral candidates (2 sessions; 4 students).

## **SELECTED GRADUATE COURSEWORK**

- Statistics and Applied Multivariate Analysis
- Behavioural Science Applications in Marketing
- Business to Business Marketing
- Econometrics
- Mental Accounting, Pricing and Neuromarketing
- Microeconomic Analysis
- Neuroscience and Consumer Behaviour
- Psychology
- Research Methods – I (Qualitative Track)
- Research Methods – II (Quantitative Track)
- Seminar in Quantitative Models in Marketing
- Seminar on Experimental Methods in Marketing
- Structural Equation Modelling

## **COURSES ASSISTED**

- Strategic Marketing and Data Analytics
- Pricing
- Neuroscience and Consumer Behaviour

## **PROFESSIONAL AFFILIATIONS**

- European Marketing Academy (EMAC)
- Association for Consumer Research (ACR)

## **PROFESSIONAL SERVICE**

- Reviewer, Association for Consumer Research, Asia Pacific (ACR-Asia Pacific) (2019)
- Reviewer, Doctoral Summer School at Indian Institute of Management, Ahmedabad (2018)
- Reviewer, 6<sup>th</sup> Annual International Commerce Conference (2018)
- Reviewer, Asia Academy of Management Conference (2017)

## **FUNDED RESEARCH PROJECTS**

<b>Sl. No.</b>	<b>Project Title</b>	<b>Sponsoring / Funding Agency &amp; Value (in INR Million)</b>	<b>Month/ Year of Award</b>	<b>Project Outcome</b>
1	Word of Mouth Behaviour and Brand Advocacy – An Implicit Theory Perspective	Tata Sons (INR 0.55 Million)	August 2017	Academic Research Paper  Tata Sons Corporate Project for Implementation

## **PAST CERTIFICATIONS**

- Project Management Professional (PMP)