

Faculty Profile

Name: Dr. Pankaj Kumar Mohanty

Designation: Assistant Professor

Teaching Areas: Business Research Method
Marketing Management
Product Management
Marketing Research

Research Interests: Customer-Brand Engagement
Customer Experience

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
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Research/Selected Publication:

1. 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. [ABDC-C]
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. [ABDC-A]
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. [ABDC-B]
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. [ABS, ABDC-C]
5. Asokan S.R. & Mohanty, P. K. (2015). SELCO: Mission or Market? Case Study, *ET CASES*, Page. 1-12.