



Monali HOTA

Ph.D. in Marketing

Assistant Professor, Marketing

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EDUCATION

- 2007** Ph.D. in Marketing, University of Western Sydney, Australia
- 1994** Master, Business Administration, Marketing, Xavier Institute of Management, India
- 1991** Bachelor, Other, Quantitative Methods, Lady Shri Ram College For Women, India

RESEARCH INTERESTS

Marketing

EMPLOYMENT EXPERIENCE

ACADEMIC:

2003 - 2003 Undergraduate Tutor, University of Technology Sydney, Sydney, Australia

PROFESSIONAL:

1996 - 2002 Category (Group Product) Manager, Dabur India Limited, New Delhi, India

1994 - 1996 Client Servicing Executive, J. Walter Thompson Limited, New Delhi, India

COURSES TAUGHT

- Children as consumers, Grande ecole
- Cross cultural marketing, Grande ecole
- International marketing in emerging markets, Grande ecole

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Hota M., Derbaix M., (2016), A Real Child In A Virtual World: Exploring Whether Children's Participation in MMORPGS Transforms Them Into Virtual Retail Shoppers, *International Journal of Retail & Distribution Management*, 44(11), pp. 1132-1148

Hota M., Charry K., (2014), The Impact of Visual and Child Oriented Packaging Elements Versus Information On Children's Purchase Influence Across Various Age Groups, *International Journal of Retail & Distribution Management*, 42(11/12), pp. 1069-1082

Sarabia-Sanchez F., De Juan Vigaray M., Hota M., (2012), Using Values and Shopping Styles to Identify Shopping Apparel Segments, *International Journal of Retail & Distribution Management*, 40(3), pp. 180-199

Hota M., Chumpitaz R., Cousin A., (2010), Can Public-Service Advertising Change Children's Nutrition Habits? The Impact and Relevance of Familiarity, *Journal of Advertising Research*, 50(4), pp. 460-477

Forthcoming

Hota M., De Juan Vigaray M., (2018), Kids as Actors of Tomorrow's Hypermarket Experience, *International Journal of Retail & Distribution Management*, not specified, pp. not specified

Communications in refereed conferences

International

Hota M., De-Juan Vigaray M., (2017), *Kids as Actors of tomorrow's Hypermarket Experience* 3rd International Colloquium on Kids and Retailing, Bordeaux, France

Hota M., McGuiggan R., Glaser S., (2017), *The Interplay between Age and Family in Children's Consumer Socialisation* 3rd International Colloquium on Kids and Retailing, Bordeaux, France

Hota M., Pauwels-Delassus V., Burette L., (2017), *The Impact of Co-creation and Service Experience on the loyalty of football club supporters* reser2017, Bilbao, Spain

Hota M., Nguyen L., (2016), *Can Online Advertising Induce Impulse Purchases? The Impact Of Content Synergy And Familiarity* CERR 2016, Toulouse, France

Hota M., Paparoidamis N., Thiebaut C., (2016), *Changing The Mindset Of Skeptical Green Business Buyers* GIKA 2016, Valencia, Spain

Hota M., De Juan Vigaray M., (2015), *The Impact of Corporate Brand Success on The Country of Origin Effect and Perceived Quality of Fashion Apparel* EMAC 2015, Leuven, Belgium

Hota M., Derbaix M., Charry K., (2015), *Real Kids In A Virtual World: Children's Motives For Participating In Virtual Gaming Communities* Kids and Retailing Colloquium 2015, Budapest, Hungary

Hota M., Pauwels-Delassus V., Theibaut C., (2014), *Country-of-origin effect: a competitive advantage? The case of the Icelandic company Atlantic Leather* International Conference on Management Research (ICMR), Lahore, Pakistan

Hota M., Charry K., (2013), *The Impact of Visual and Child-Oriented Packaging Elements Versus Information On Children's Purchase Influence Across Ages* International Colloquium on Kids and Retailing 2013, Paris, France

De Juan Vigaray M. D., Hota M., Sarabia-Sanchez F.-J., (2008), *Interplay between Values Consumption Relying on A Schwartz's Value Typology* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

Hota M., McGuiggan R., (2006), *Kids Commercials and Commercials in the Asia Pacific: Whose Responsibility is it Anyway?* Association for Consumer Research Asia Pacific Conference, Sydney, Australia

Hota M., McGuiggan R., (2005), *The Relative Influence of Consumer Socialization Agents on Children and Adolescents: Examining the Past and Modeling the Future* European Advances in Consumer Research, Goteborg, Sweden

Refereed proceedings

Published

Hota M., De Juan Vigaray M., (2017), Kids as Actors of Tomorrow's Hypermarket Experience, in: Brigitte De Faultrier(Eds.) in *Proceedings of the 3rd International Colloquium on Kids and Retailing, 3rd International Colloquium on Kids and Retailing, Bordeaux*

Hota M., McGuiggan R., Glaser S., (2017), The Interplay between Age and Intimate Culture of the Family in Children's Consumer Socialisation, in: Brigitte De Faultrier(Eds.) in *Proceedings of the 3rd International Colloquium on Kids and Retailing, 3rd International Colloquium on Kids and Retailing, Bordeaux*

Hota M., Pauwels-Delassus V., Burette L., (2017), The impact of co-creation and service experience on the loyalty of football club supporters, in: Estibaliz Hernandez(Eds.) in *reser2017, Reser 2017 Conference, Bilbao*

Hota M., Pappasidou N., Thiebaut C., (2016), Changing The Mindset Of Skeptical Green Business Buyers, in: Domingo Ribeiro Soriano, Kun Huang Huanng(Eds.) in *Proceedings of GIKA 2016, GIKA, Valencia*

Hota M., De Juan Vigaray M., (2015), The Impact of Corporate Brand Success on The Country of Origin Effect and Perceived Quality of Fashion Apparel, in: Luk Warlop, Steve Muylle(Eds.) in *Proceedings of the EMAC 2015, European Marketing Academy (EMAC)*

Hota M., Derbaix M., Charry K., (2015), A Real Child In A Virtual World: Children's Motives For Participating in Virtual Gaming Communities, in: Brigitte de Faultrier(Eds.) in *Proceedings of International Colloquium on Kids and Retailing, International Colloquium on Kids and Retailing 2015, Budapest*

Hota M., McGuiggan R., (2007), Kids Commercials and Commercial Kids In The Asia-Pacific: Whose Responsibility Is It Anyway, in: Gary Gregory, Teresa Davis, Margaret Craig-Lees(Eds.) in *Asia Pacific Advances in Consumer Research, Association for Consumer Research, Duluth, pp. 258-262*

Hota M., McGuiggan R., (2006), The Relative Influence of Consumer Socialization Agents on Children and Adolescents: Examining The Past and Modeling The Future, in: Karine M. Ekström, Helene Brembeck(Eds.) in *European Advances in Consumer Research, Association for Consumer Research, Duluth, pp. 1-6*

Chapters in books

Published

Newlands D. J., Hota M., (2017), Häagen Dazs China: The Luxury Icing On The Cream, in: Roy S., Mutum D., Nguyen B.(Eds.), *Services Marketing Cases in Emerging Markets - An Asian Perspective, 978-3-319-32968-0, Springer, Cham, pp. 77-88*

Newlands D. J., Hota M., (2017), Starbucks Philippines: Brewing a Filipino-American Experience, in: Roy S., Mutum D., Nguyen B.(Eds.), *Services Marketing Cases in Emerging Markets – An Asian Perspective, 978-3-319-32968-0, Springer, Cham, pp. 17-25*

Case studies

Hota M., Hoang Nguyen L., Lontsi Kenne K., (2014), *7-Eleven Indonesia - Not Just Convenient But A Trendy Hangout For The Young, Case Centre, case study 514-078-1, teaching note 514-078-8, teaching note supplement 514-078-6*

Hota M., Swaen V., (2013), *The Quick France Crisis 2011 - Prior CSR Communication Leads to Post Crisis Opportunity, Case Centre, case study 513-121-1, teaching note 513-121-8, technical note 513-121-6*

Hota M., Keckeis S., Kongstoft S., Richard O., Schneider-Archuleta V., (2013), *Green is the Colour of McDonald's France: Green is the Colour of Profits, European Case Clearing House, case study 513-042-1, teaching note 513-046-8, technical note 513-046-6*

Hota M., Pauwels-Delassus V., (2012), *Coca Cola and the Olympic Games - The Spirit of Social Responsibility Governs the Spirit of the Olympics, European Case Clearing House, case study 512-110-1, teaching note 512-110-8, technical note 512-110-6*

Hota M., (2011), *The Big Mac in its Different Cultural Avatars?, European Case Clearing House, case study 511-013-1, teaching note 511-013-8, background 511-013-5*

Hota M., (2009), *Coca-Cola Around the World: To Price or not to Price?, European Case Clearing House, case study 509-026-1, teaching note 509-026-8, background 509-026-5*

Hota M., (2008), *Carbonated Beverages: Adding Variety to the Diet, European Case Clearing House, case study 508-023-1, teaching note 508-023-8*

Hota M., (2008), *Starbucks: Brewing More than Just Coffee, European Case Clearing House, case study 508-025-1, teaching note 508-025-8, background 508-025-5*

Hota M., (2008), *The Big Mac Undergoes a Healthy Makeover, European Case Clearing House, case study 508-022-1, teaching note 508-022-8, teaching note supplement 508-022-9*

Hota M., Swaen V., (2008), *Sleeping with the Enemy or a Marriage of Convenience? The Body Shop and L'Oreal Case, EFMD Case Collection in the Corporate Social Responsibility Area*

Working papers

- Hota M., Letranchant C., Lauré J., Maureau G., Tridoux L., (2016), *The Societal Impact Of Children Genderization In Advertisement* , IESEG Working Paper Series 2016-MKT-08
- Marchand O., Van Nuvel D., Le Granvalet A., Durroux C., Hota M., (2016), *How Can Kids Become The Actors Of Tomorrow's Hypermarket Experience*, IESEG Working Paper Series 2016-MKT-2016
- Merlen E., Scarline M., Tavernier L., Tostain J., Hota M., (2016), *Can Child Oriented Packaging and Advertising Convince Children To Eat Fruits And Vegetables*, IESEG Working Paper Series 2016-MKT-05
- Arnout M., Collette Calka V., Roquette M., Vaillant M., Hota M., (2016), *The Recent Evolution Of The Influence of Product Premiums On Children As Consumers*, IESEG Working Paper Series 2016-MKT-04
- Seth A., Helito A., Acosta A., Roncevic B., Hota M., (2016), *The Influence Of Packaging And Advertising On Children's Decision Making*, IESEG Working Paper Series 2016-MKT-03
- Hogg M., Espinosa J., Shah T., Venkatraghavan V., Hota M., (2016), *Children As Food Consumers: Contrasting Effectiveness Of Television Advertising To Instore Activity And Product Packaging*, IESEG Working Paper Series 2016-MKT-02
- El Ela Bourquin O., Gulic D., Hofer K., Del Pilar Osornio M., Hota M., (2016), *How Can Child Oriented Marketing Induce Lifetime Loyalty In Children?*, IESEG Working Paper Series 2016-MKT-06
- Challa N., Singh A., Fosado M., Harjaani J., Hota M., (2016), *Family Size, Structure And Composition: Influence On Development Of Children As Consumers*, IESEG Working Paper Series 2016-MKT-01
- Hota M., Derbaix M., (2014), *A Real Child In A Virtual World - Children's Motives For Participating In Virtual Gaming Communities*, IESEG Working Paper Series 2014-MKT-01, LEM Working Paper 2014-07, IESEG School of Management
- De Juan Vigaray M. D., Hota M., (2013), *Does a Successful Fashion Brand Make a Country Fashionable? The Impact of Brand Success on The Country of Origin Effect and Perceived Quality of Fashion Apparel*, IESEG Working Paper Series 2013-MARK-02, LEM Working Paper 2013-06, IESEG School of Management
- De Juan Vigaray M., Hota M., (2013), *Does a Successful Fashion Brand make a Country Fashionable? The Impact of Brand Success on the Country of Origin Effect and Perceived Quality of Fashion Apparel*, IESEG Working Paper Series 2013-MARK-02, LEM Working Paper 2013-06, IESEG School of Management
- Hota M., (2013), *Losing performance or losing face: the impact of buyer's explicit control mechanisms and seller's communication norms on cooperative industrial buyer seller relationships*, IESEG Working Paper Series 2013-MARK-03, LEM Working Paper 2013-07, IESEG School of Management
- Hota M., Newlands D., (2009), *Buzz Marketing, Product Placement and Subtle Communication*, IESEG Working Paper Series 2009-MARK-01, LEM Working Paper 2009-02, IESEG School of Management
- De Juan Vigaray M., Hota M., (2008), *Schwartz Values, Consumer Values and Segmentation: The Spanish Fashion Apparel Case*, IESEG Working Paper Series 2008-MARK-01, LEM Working Paper 2008-08, IESEG School of Management

SCIENTIFIC PRIZES AND AWARDS

Award

- 2005 Faculty wide competitive publication and travel grant, University of Western Sydney, Australia
- 2004 University wide competitive funding grant for PhD, University of Western Sydney, Australia
- 2004 University wide competitive publication and travel grant, University of Western Sydney, Australia
- 2003 University wide competitive publication and travel grant, University of Technology Sydney, Australia

EDITORIAL ACTIVITY

Reviewer in an academic journal

- 2015** International Journal of Retail and Distribution Management
- 2012** International Review of Retail, Distribution and Consumer Research

- 2010** European Journal of Marketing
- 2009** Association of Consumer Research (ACR) North American Conference
- 2007** Association for Consumer Research, European Conference