



Dr Debajani Sahoo

Professor, Department of Marketing & Strategy, IBS ,IFHE, Hyderabad

Dr Debajani Sahoo (MBA, M.Phil, PhD) carries 22 years of experience in academics. She worked with premiere institutes like IIM-Ahmedabad, IBS-Ahmedabad, Vels University, Chennai. She was awarded with best Teacher award at IBS Hyderabad in 2018 and best paper presenter award in conferences 2019, 2020. She has contributed many national and international articles in reputed journals of ABDC, ABS, scopus such as International journal of Bank Marketing, Journal of Advertising Research, Management Decision etc. She did multiple seed projects and ICSSR projects related to women issues such as nutrition, entrepreneurship, wellbeing and sustainability.

Area of interest/expertise: Customer satisfaction, customer equity and customer lifetime value, Customer loyalty and engagement