

Faculty Profile

Name: **Dr. Debajani Sahoo**

Designation: Professor

Teaching Areas: Marketing Management

Services Marketing

Consumer Behavior

Marketing Research

Research Interests: Customer Engagement, Service Scape

Customer Satisfaction, Customer Loyalty

Education: Ph.D., Utkal University, Orissa, 2009

Pre- doctoral (M Phil), Utkal University, Orissa, 2006

MBA, Berhampur University, 2003



Research/Selected Publications

1. Debajani Sahoo, Sidhartha Harichandan, Sanjay Kumar Kar, S Sreejesh (Jan 2022), "An empirical study on consumer motives and attitude towards adoption of electric vehicles in India: Policy implications for stakeholders" Energy Policy, 165 Vol. 165, pp.112941.
2. Achyut Telang, Debajani Sahoo, Sreejesh S, Justin Paul (2021), "The Effects of Context Congruence On Advertisement Persuasiveness It Serves My Motive, And I Distinguish the Advertisement" Journal of Advertising Research, 61(3) DOI: 10.2501/JAR-2021-002 September, 2021 (ISSN:0021-8499)
3. Rishi Deweswar and Debajani Sahoo, (2020) "Do Service Failure Criticality impacts Global Travelers' Service Evaluation? An Empirical Analysis through Online Reviews", Management Decision, Vol. 60 No. 2, pp. 426-448. <https://doi.org/10.1108/MD-01-2020-0107>
4. Debajani Sahoo, Sreejesh S. (July, 2017) "Role of Mobile banking servicescape on customer Attitude and engagement: An empirical Investigation" International Journal of Bank Marketing, Vol. 35, Issue: 7, pp. 1113-1130, (Emerald)
5. Sreejesh S, Amarnath Mitra and Debajani Sahoo (2015). "The Impact of Customer Perceived Service Innovation on Image Congruence Satisfaction and Behavioral Outcomes," Journal of Hospitality and Tourism Technology, Vol. 6, No. 3, pp. 288-306