

Faculty Profile

Name: **Debajani Sahoo**
Designation: Associate Professor
Teaching Areas: Customer Relationship Management
Service Marketing
Consumer Behaviour
Research Interests: Customer Equity
Customer Satisfaction
Customer loyalty
Education: Ph.D., Utkal University, Orissa, 2009
Pre- doctoral (M Phil), Utkal University, Orissa, 2006
MBA, Berhampur University, 2003



Professional Experience (14 Years)

1. Since 2010 : IBS Hyderabad
2. 2008 - 2010: Vel's University, Pallavaram, Chennai
3. 2005 - 2008: IIM Ahmedabad, India
4. 2005: Icfai National College, Cuttack, Orissa, India

Research/Selected Publications

1. Debajani Sahoo, Sreejesh S.(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)(ABDC-B)
2. Sahoo, D. (2011), "Integrating CRM in Hotel Operations-A Comparative Study by Cross Case Analysis," *Vilakshan-XIMB Journal of Management*, 8, 2, 57-70.
3. Sahoo, D., & Bartaria, S. (2011), "Service Quality and Delivery Act as Instrumental in the Purchase Intention of IT/ITES Services," *Romanian Journal of Marketing*, 3, 45-52.
4. Sahoo, D. (2011), "A Study on Quality of Working Life as a Work Force Management Tool," *NICE Journal of Business*, 6, 1, 75-85.