

## Faculty Profile

**Name:** Dr. Debajani Sahoo

**Designation:** Associate Professor

**Teaching Areas:** Service 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 Publication:

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 (ABDC-A), 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) (ABDC-A; H Index:91), DOI: 10.2501/JAR-2021-002 September, 2021 (ISSN:0021-8499)
3. Rishi Dwesar 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> (ABDC-B; H Index:91)
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) (ABDC-A)
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(ABDC-B).